

MODERN PACKAGING



NOVEMBER, 1931

THE CONSTANT MOTION CARTONER

MAKES FRIENDS AT
THE GOLDEN GATE

August E. Drucker Company

CABLE ADDRESS
REVELATION, SAN FRANCISCO

Office & Factory 2226-2234 Bush Street

BRANCHES
NEW YORK
CHICAGO

SAN FRANCISCO, CAL. Aug. 10, 1931.

R.A. Jones & Co.,
Cincinnati, Ohio.

My dear Mr. Jones:

Received the new spring and electric
attachment today.

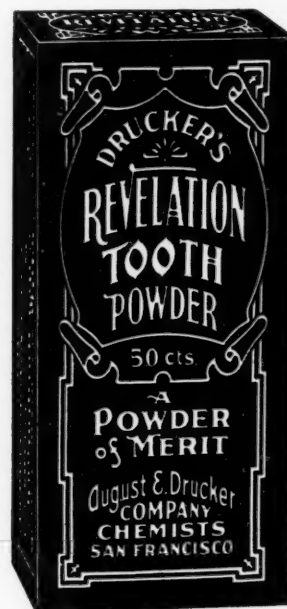
The cartoning machine is certainly
working very well and were I the maker of it I would
feel very proud.

You can use my name at any time as
a reference and I will be glad to have any prospective
customers drop in and watch its operation.

My kindest regards and best wishes
for your success and health.

Yours sincerely,

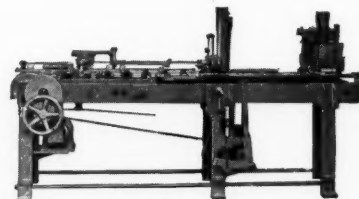
August E. Drucker
August E. Drucker.



"Were I the maker
of it I would feel
very proud"

The CONSTANT MOTION CARTONER is in principle
entirely unlike any other cartoning machine. It is packaging
the products of the leading manufacturers of the world at
a rate of production and with a quality of work considered
impossible before its arrival.

Let Us Show You One In Operation!



R. A. JONES & COMPANY, INC.

P. O. BOX 485,

CINCINNATI, OHIO



Increasing Volume

MOST of us can remember when the family food-supply was limited to the things "in season" grown around the town in which we lived. Small loads of fresh food traveled the distance the farmer could cover between sun-up and market time. Sales were practically limited to staples.

Proper Packaging has changed all this. Now fresh foods of all kinds can be transported far and fast---offering wide variety and tremendously increasing the scope and sale of merchandise.

KVP FOOD PROTECTION PAPERS

have played an important part in this increase of volume and made possible a greater variety of perishable foods.

They give the product that protection which is so essential to the good looks and appetizing appearance when it reaches the consumer.

A special service is maintained for the benefit of all manufacturers, growers and shippers of foods---a fully equipped Research Laboratory is awaiting the privilege of working out your problems free of charge.

Just a line will bring complete details and information.

Kalamazoo Vegetable Parchment Company

KALAMAZOO

MICHIGAN

Manufacturing World-Famous Food-Protection Papers

MODERN PACKAGING

November, 1931

VOL. 5—NO. 3

For the Service of Those Industries
Where Packaging Is a Factor.

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Nothing is so lowly but that it can be brought up to meet present merchandising requirements. There is that of the essential but not too stylish schoolroom and office tools—in short, pencils, crayons and rubber bands. Eberhard Faber have done an excellent piece of work in the redesigning of their labels and boxes to create consumer preference for their products. Don't miss the article on page 23.

At last the much needed and expected styling of cigarettes has made its appearance in the packaging of a new line of Condossis brands. This styling and recognition of packaging as a factor in their appeal to the consumer public has received worthwhile consideration by this company as is evidenced by the illustration and article beginning on page 32.

A pioneer, in fact, the pioneer in package consumption, none less than The Borden Company, whose products are, perhaps, the most familiar to Americans of all ages, tells in an interview, published on page 44 of this issue, just what factors govern the design and manufacture of their packages so that they shall hold greatest merchandising value.

Through the courtesy of the H. J. Heinz Company, we reproduce on the front cover of this issue, an excellent example of a food package.

CHARLES A. BRESKIN—General Manager. **D. E. A. CHARLTON**—Editor. **LAWRENCE LEY**—Advertising Manager. **ANN DI PACE**—Assistant Editor. **EARL I. CARMODY**—Western Manager. **E. R. GORDON**—Production Manager. **EDWIN L. LEY**—Art Director. **PERRY H. BACKSTROM**—Eastern Manager.

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SELLING WITHOUT THE USE OF SALES TALK!



YES, it can be done! In fact, it is being done every day in thousands of retail establishments throughout the country.

Manufacturers now realize that half the battle in making sales is in getting their products seen—in having them temptingly displayed right in view of the retailers' customers.

And more and more, alert manufacturers are wrapping their products in SYLPHRAP or moistureproof NYMPHRAP—to let them sell themselves.

These transparent cellulose wrappings not only permit of an effective presentation of your product, but thoroughly protect it against dust, dirt and germs.

It's the modern way of helping the retailer to increase his sales. A test will convince you of the effectiveness of this method of stimulating sales.

Consult us on your wrapping problems. Our technical staff will gladly aid you, without obligating you in any way.



SYLVANIA INDUSTRIAL CORPORATION

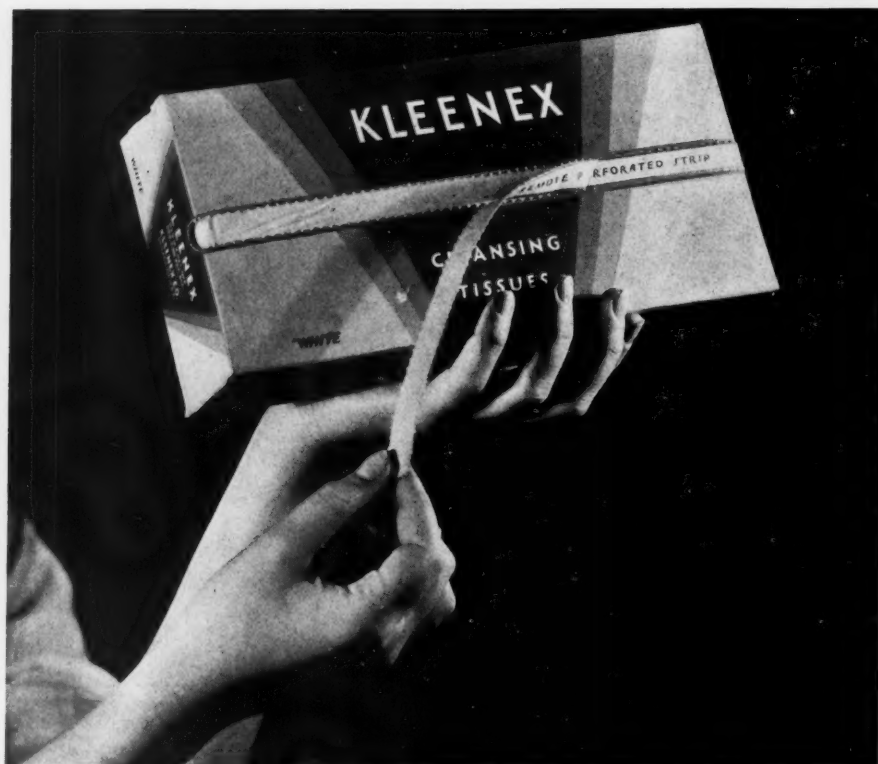
122 E. 42nd ST., NEW YORK CITY

WORKS, FREDERICKSBURG, VA.

NOVEMBER, 1931

3

One of a series portraying package design changes which Redington Engineers have had a part in developing, both by offering suggestions and by providing machines for producing the improved package.



●
New
Package
Design

●
And
Business
Leadership

Mounting Sales

Resulted from This Handy Perforated Strip

This world-famous carton illustrates brilliantly the value of greater "customer convenience." New Package Design can be a real impetus to business leadership. And, frankly, we're proud of the part Redington Engineers and Redington Machines played in making this carton possible for the Kimberly-Clark Corp.

The center perforated strip is easily removed . . . the sheets of Kleenex presented for use one at a time . . . automatically. Further, to permit fast and economical factory production, the carton is designed for automatic opening, filling and closing . . . no easy job. But Redington Engineers were equal to the task. The result: all three sizes of Kleenex are cartoned by Redington Machines—another proof that

"If It's Packaging—Try Redington First"

F. B. REDINGTON CO., Est. 1897 110-112 So. Sangamon St., Chicago, Ill.

REDINGTON

Packaging  Machines

Economical for Packaging — Cartoning — Labeling — Wrapping

FANTASY

"A thousand fantasies
Begin to throng into my memory
Of calling shapes, * * -----"
—MILTON



IN the modern scheme of merchandising, eye appeal rules as King. The whims and fantasies of modern buying are reflected in the dancing colors and dazzling designs on shelf and counter. The humble prune is dressed in scarlet, the barreled sugar of old in packages of Alice Blue, even macaroni calls for purchase with royal purple.

The scintillating, white sparkle of Fantasy — Embossed Paperglas — lifts any package high above the crowd. As modern as next year's car, as brilliant in its eye appeal as a beautiful jewel, its sales appeal seldom goes unanswered.

There are seventeen other designs in Embossed Paperglas just as sure of creating the desire of purchase. And hundreds of manufacturers are using them to turn eye-ers into buyers.

Let Embossed Paperglas step up your package to reach the vision of the buyer. We'll gladly help you.

WESTFIELD RIVER PAPER COMPANY, INC.

MAIN OFFICE AND MILL AT

RUSSELL, MASS.

NEW YORK OFFICE, 501 FIFTH AVENUE

THIS STOCK IS FANTASY PATTERN — 24 x 36 — 25 LB.

CARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet your requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

**CHICAGO
CARTON
COMPANY**

**4411 Ogden
Avenue
Chicago, Ill.**

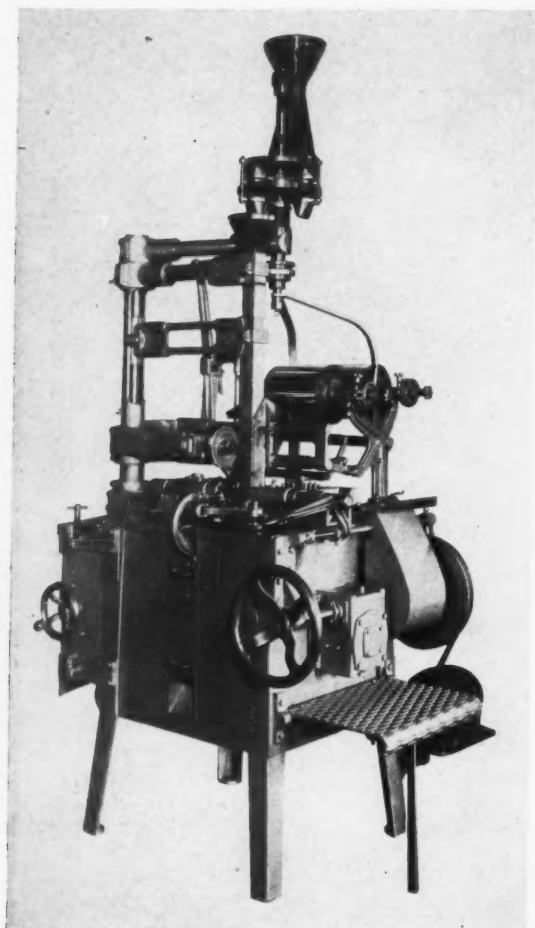
Every Facility
for the Pro-
duction of
fine display
Advertising
Cartons





This "AUTOMAT" Packaging Machine

Automatically Forms, Fills and Seals in *One* *Continuous Operation*



A special feature of this machine is the continuous automatic operation making it possible for one girl to operate a battery of machines at a daily production of more than 14,000 packages per machine. Uses Cellophane or other transparent material either single or double wrap. Will also handle moisture-proof or plain material.

The product to be packaged is taken in at the hopper and drops into the tube of wrapping material while the bottom seal is being formed. The sealing mechanism forms a support which prevents strain or injury to the wrapping material. Each end of the package is sealed with a non-corrosive metal sealing strip which is automatically fed in and formed from a roll.

Adjustable to Wide Range of Package Sizes

At the top and bottom of this page is shown a partial assortment of package sizes, formed, filled and sealed on the "AUTOMAT." This machine is adjustable from 1" x 2" x $\frac{1}{4}$ " to 4" x 4" x $9\frac{1}{2}$ ". The wide range of package sizes possible makes it ideally suited to the needs of any manufacturer whose production calls for packages of various sizes. Adjustment in length is instantly and easily made. Packages any free-flowing or semi-free-flowing product. Write us about this machine.

A feature which is exclusive with this machine is the flat end fold with metal seal which makes easy the stacking of packages for display. Another feature is the patented method of closing ends of package automatically at high speed, producing flat, air-tight, and moisture-proof seal.

Occupies floor space of 45" x 43" and is equipped with a $\frac{3}{4}$ H. P. motor. May be operated from a light socket.



THE AUTOMAT MOLDING & FOLDING CO.

Toledo, Ohio

New York Office
43 Murray St.

Los Angeles Office
306 Calo Building



THIS IS A SAMPLE OF:

BAS-RELIEF SUEDE

A MOST RECENT CREATION FROM
THE HAMPDEN MILLS AT HOLYOKE.

*Large working sheets and sample book will be sent
on your request - no obligation of course.*

HAMPDEN GLAZED PAPER & CARD CO. - Holyoke, Mass.

How Pepsodent Antiseptic made mail-sampling *an amazing success*



A Million Bottles Cushioned in Kimpak

Pepsodent Antiseptic jumped to national success almost over-night. Extensive mail-sampling speeded this success. Here was Kimpak's part.

SAVES BREAKAGE

Kimpak provides a resilient "cushion" . . . maximum assurance against breakage in transit.

SUPER ABSORBENT

Far exceeds postal requirements. Absorbs 16 times its weight in moisture. We will gladly send you the results of tests made in co-operation with the Post Office Dept. at Washington.

SAVES POSTAGE

Kimpak is so light in weight that considerable postage savings are usually effected.

SAVES TIME

Pads of Kimpak are so convenient that packing labor and time are reduced.

ECONOMICAL

Surprisingly low in cost, because of its bulk and lightness. Kimpak is 100% pure and *clean* . . . as befits the packing of a pharmaceutical product. When the package is opened in a doctor's office, dentist's office or home, its neat appearance adds to the quality impression.

**Kimpak will save money . . . and
make money for you**

IT is the new idea in protective packing materials! Doing away with sawdust, linters and low-grade packing materials—*yet with surprising economies.*

Many hundreds of products are now Kimpak-protected, in addition to liquids and fragile articles: cosmetics, vanities, wood and metal products with fine finishes that deserve Kimpak's super care in transit. Kimpak plays a part in the success of low cost merchandise, too. It comes in rolls, sheets or pads, in any thickness—plain or backed with various paper stocks. Use the coupon for free samples.

Kimpak
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES
Crepe Wadding

MAIL COUPON (Attached to your letterhead) FOR FREE SAMPLES

Tell us what your products are. If possible, send samples. We will return them to you promptly, "Kimpakd", together with prices and full information.

Kimberly-Clark Corporation, Mfrs., Neenah, Wis. MP. 11	
Address nearest sales office at	
8 S. Michigan Ave., Chicago	122 E. 42nd St., New York
Please send samples of Kimpak, prices and full information.	
Our products are.....	
<input type="checkbox"/> We are sending samples to be repacked and returned to us.	
Firm Name	
Address	
City	
Attention of	

READ THESE RESULTS

TO SEE HOW DUREZ CLOSURES STAND UP UNDER CONTACT WITH STRONGEST SOLUTIONS

NO MATTER what the salesman says, no matter what the designer says, no closure should be adopted for modern packages without the advice and consent of the chemist. No closure should be used which is affected, under normal conditions, by the contents of the container. . . . Which is one of the chief reasons why 95% of all molded closures are today made of Durez!

Alcohol, Acetates, Ammonia

Certain solutions will affect any material, of course. But different materials react within a wide degree to solutions containing acetone, hydrochloric acid and weak alkalies . . . which are present in most pharmaceutical compounds. Years of experience enable us to make a material that comes as close as is physically possible to being completely insoluble in the molded state!

As a manufacturer, then, you will be interested in the following test, conducted to determine the prolonged effect of immersion on Durez colored

closures. Bear in mind that this test was carried on for a continuous period of four weeks:

	Bleeding	Effect on Finish
Alcohol	None	None to slight
Chloroform	None	None
10% Hydrochloric Acid	None	None to slight
Butyl Acetate	None	None
Hydrogen Peroxide	None	None
Caustic Alcohol Solution	None	Decolorized but structure not affected
Concentrated Ammonia Solution	Very slight	Very slight
Acetone	None to bad	None
Ethyl Acetate	None to very slight	None
Butyl Alcohol	None	None
10% Acetic Acid	None to very slight	None to very slight

You can make a conclusive test of your own to prove the inertness of Durez. Simply boil several competing closures in water for half an hour. At the end of that time, the majority of closures will have developed a rough, porous surface. Durez, properly cured, maintains its smooth, glossy surface. The dye reveals no bleeding.

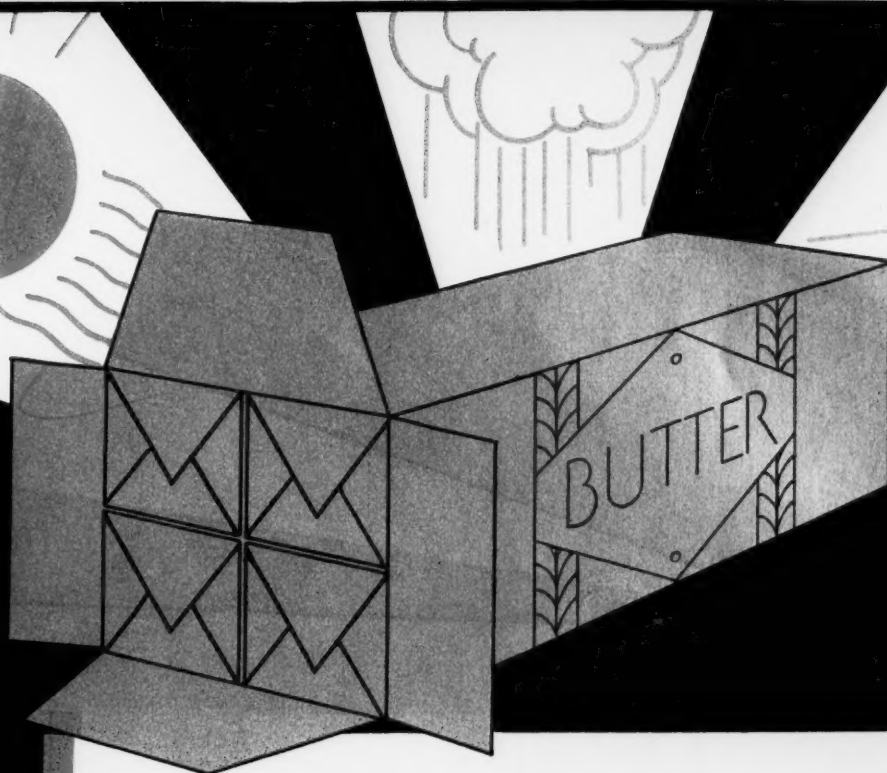
While General Plastics, Inc., is not engaged in the actual molding of closures, but supplies the raw material, we shall be glad to talk to you about your particular needs. We can tell you, for example, what colors are best to use where the solution is especially strong. We can establish connections between your firm and the molder. We can suggest package designs that have proved profitable.

Write for further details

And at any time, we can point out the advantages of this perfect molding compound . . . how closures made of it are strong, beautiful, and instantly released (Durez threads are molded, not cut, to closest commercial limits of accuracy.) Write now for free monthly leaflet "Closure News," and information, to General Plastics, Inc., 111 Walck Road, N. Tonawanda, N. Y. Also New York, Chicago, San Francisco, Los Angeles.



FOR PACKAGES . . . OLD OR NEW



Reduces evaporation losses, shuts in flavor by shutting out light, air and foreign odors

Preservation of flavor and freshness is one of the most important factors in butter sales. Alcoa Aluminum Foil is an exceptionally fine wrapping for butter and gives it and other food products fullest possible protection.

And Alcoa Aluminum Foil dresses up packages, makes them more attractive to buyers' eyes. This light strong sheet of pure Alcoa Aluminum is moisture proof, grease proof, odor proof. It folds again and again without cracking. It preserves original purity and freshness to the last portion. That's the kind of packaging

material that impresses brand names on consumers' minds.

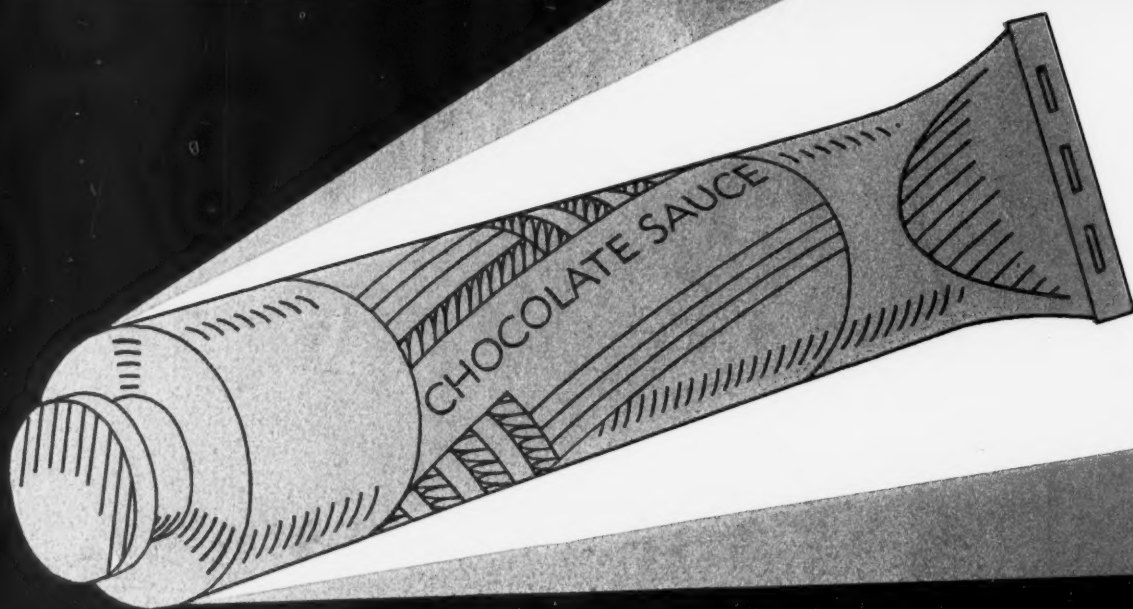
Alcoa Aluminum Foil is perfectly safe and sanitary to use in contact with butter. This light strong foil works well with either hand or machine packaging methods. Alcoa Aluminum Foil makes a handsome package of itself. Printing or embossing "takes well" on it.

The way to more sales of packaged butter may hinge on the use of Alcoa Aluminum Foil. Let us discuss it with you. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.

ALCOA ALUMINUM ROLLED INTO FOIL



FOR PACKAGES . . . OLD OR NEW



Why not chocolate sauce in these bright, strong tubes?

Introduce a new food product, packed with an eye to consumer convenience, and the news and sales of it spread like wild fire.

Chocolate sauce, packed in Collapsible Tubes of Alcoa Aluminum, will blaze a new sales path. Convenience of use will be assured. Freshness and strength will be sealed in. Used for both new or established products, Collapsible Tubes of Alcoa Aluminum, on counter or shelf, catch and reflect light, catch and hold buyers' eyes.

Collapsible Tubes of Alcoa Alumi-

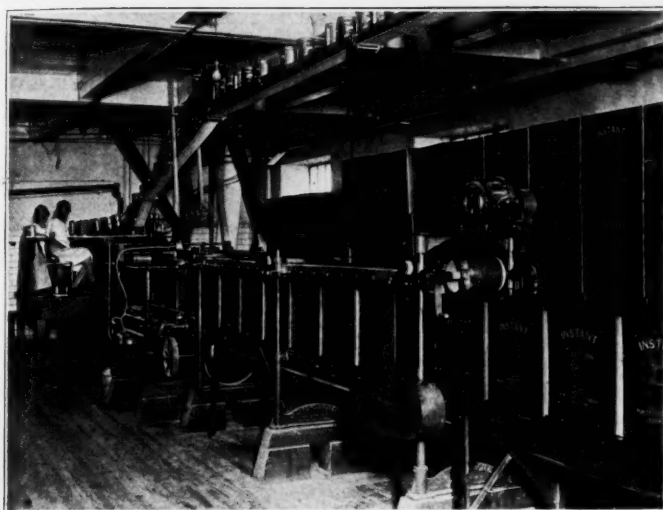
num speed production. They pass quickly through the filling machine. Many times clips are unnecessary. Made of pure aluminum these tubes are light in weight and can be shipped in larger quantities, thus saving handling and hauling costs. These tubes are strong and don't tarnish. They lend themselves readily to any scheme of decoration.

Collapsible Tubes of Alcoa Aluminum have many advantages. Get all the facts. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.



COLLAPSIBLE TUBES OF ALCOA ALUMINUM

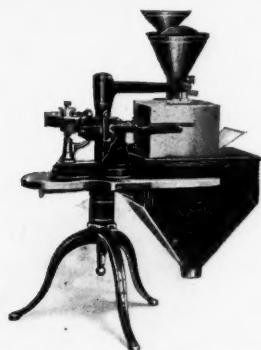
*More than 2000 Manufacturers
and packers
now use
Packomatic
Machinery!*



A PACKOMATIC CONTAINER SEALING MACHINE
PURITY OATS COMPANY, KEOKUK, IOWA

Mr. Rich says:

"One of the reasons for our introducing your machinery into our plant was because we found, after considerable investigation, that the quality of your merchandise in your line is comparable to our merchandise in our line. More of a compliment than this for us to pay to anyone would be an impossibility."



PACKOMATIC (SCOTT)
NET WEIGHER

A unique patented friction compensating device makes it an unfailing gravity type machine. It will accurately operate at speed of (30) per minute.

NOW, while things are normal, is a perfect time to take stock of your equipment. Modernize it—get it in shape for speedy, economical production. You'll need it when things break.

Let us help you—we've helped more than two thousand manufacturers and packers in the last ten years. One of our engineers will help you analyze your equipment and packaging problems, without obligation. Let's get together and talk things over now. Write, wire, or phone. We'll meet you any time, any place.



PACKOMATIC
PACKAGING MACHINERY



J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices:

NEW YORK

ST. LOUIS

LOS ANGELES

NOVEMBER, 1931

9

These Boxes Were Produced by Wm. Buedingen & Son, Rochester, New York



Focusing Attention on Quality

THE makers of Hickok Belts know that nothing focuses more attention on the quality of their belts than the boxes in which they are sold.

The photograph of these boxes only partly conveys their distinctiveness. Peerless roll leaf stamping in imitation gold on backgrounds of green or blue box covering papers creates a quality atmosphere for the product which must be seen to be appreciated.

A moderate use of roll leaf embossing lends distinction to any package and tends to focus attention on the quality of your product. It is not always necessary to redesign a package to improve it. Sometimes all it needs is a touch of gold or metallic color, a gold embossed border or trade-mark.

The Peerless Portfolio contains samples of Peerless roll leaf embossing on different kinds of box covering papers. It may contain a suggestion which you can apply to your own package. The portfolio will be sent to you on request. Write Peerless Roll Leaf Company, Inc., 915 New York Avenue, Union City, New Jersey. Branch offices in Boston, Chicago and London. Distributors in Los Angeles, San Francisco and Toronto.

The PEERLESS PROCESS

FOR DECORATING DISTINCTIVE PACKAGES



MASTER METAL
UNIT FOIL
COVERS

REAL METAL FOIL, PAPER BACKED



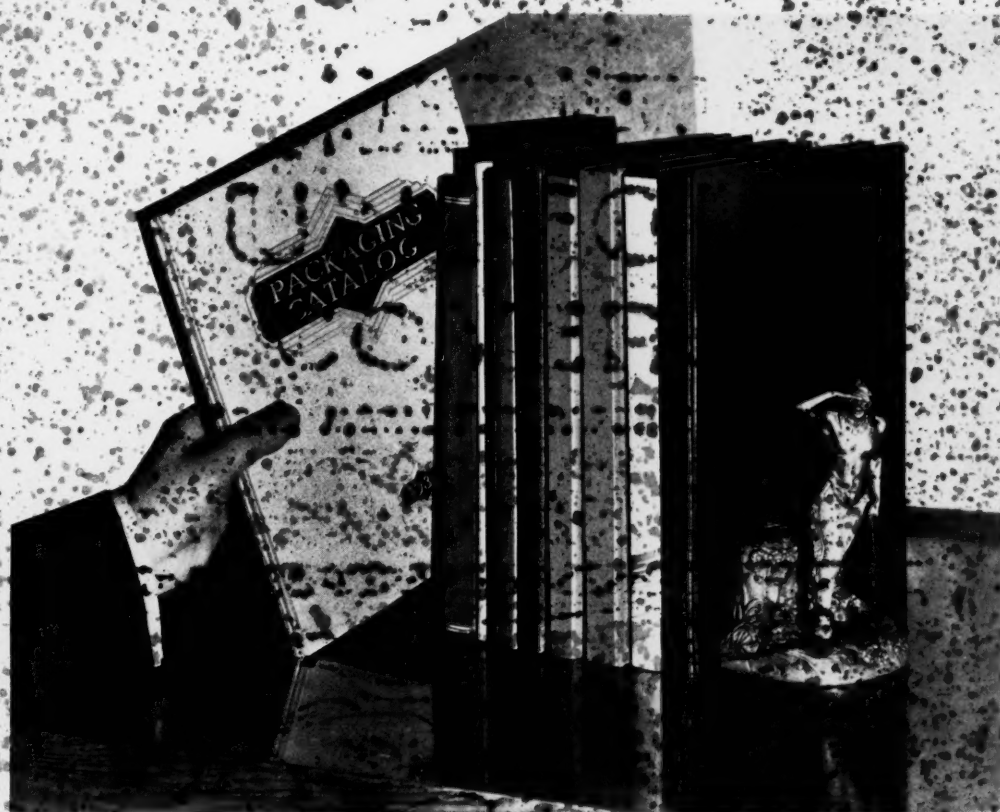
SEASONS
GREETINGS



REYNOLDS
METALS CO.

34 WEST 34TH STREET, NEW YORK CITY
5 NORTH WABASH AVE., CHICAGO, ILL.
345 NINTH ST., SAN FRANCISCO, CAL.

STAMPED WITH PATENTLESS ROLL-LEAF



You'll Find the Answer in the PACKAGING CATALOG

WHENEVER you are confronted with a packaging problem, you need not lose a lot of time seeking the solution.

Reach for the PACKAGING CATALOG. Turn to the index, and in a few seconds you have at your finger tips the most comprehensive information on the particular angle of packaging on which you seek enlightenment.

This catalog, which is issued annually, is a veritable encyclopedia on the packaging industry. In the index, over sixty subjects are listed. Interesting articles discussing the latest developments in packaging, and other informative articles, will also be found in the PACKAGING CATALOG.

This book is indispensable to manufacturers interested in any phase of packaging.

PUBLISHED BY

BRESKIN & CHARLTON PUB. CORP., 11 PARK PLACE, N. Y.

NOVEMBER, 1931.

11



CHRISTMAS CANDIES SELL FAST » » » » »

in the beautiful moulded boxes created by Kurz-Kasch.

If you are seeking ways and means to stimulate your Christmas sales, investigate the advantages of these novel and unusually attractive containers. Displayed on the dealer's counter, they make an irresistible appeal to the customer.

Our representative will gladly show you our line of containers and offer suggestions for redesigning your package.

Candy Box
Moulded
by
KURZ-KASCH



*Moulders of
Plastics*

The
KURZ-KASCH COMPANY

NEW YORK

DAYTON, OHIO

CHICAGO

The Lid is Off

You have your choice of revealing through Cellophane, not only your package but your product itself. Some merchandise, like the marshmallows, shown here, lend themselves to the lidless box or tray package, completely revealed, moisture-proof sealed, in Cellophane.



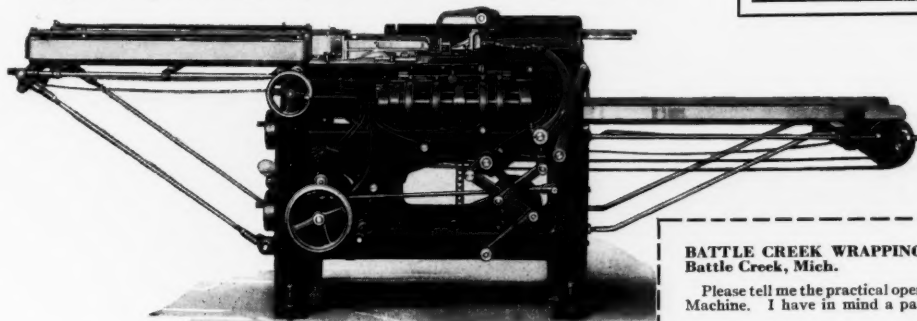
This Machine Removes Cost Restrictions from Transparent Wrapping

The Battle Creek "Cello-Seal" brings economies even to products in the stage of limited volume. Outstanding among its features is Adjustability. One of the greatest potential time losses on many wrapping machines occurs, not when the wheels are turning, but when the machine is idle, and intricate adjustments to a new size are being made. In fact, in many cases no adjustment is provided for, and each different package size requires another machine. This is costly. But with the "Cello-Seal" a rather wide range of packages can be wrapped on one machine—and all adjustments are quickly made. Further, the "Cello-Seal" can reduce wrapping costs by the speed of output, the long useful life of the machine, the steady uniformity of the packages, and the low initial investment.

If you have wanted to employ the added selling power of transparent wrapping for your packages, we can show you how this "Cello-Seal" removes many cost restrictions. Tell us, by using the coupon below, how you want to receive this information.

BATTLE CREEK CELLO-SEAL MACHINE

Offers savings equally to manufacturers with complete packaging lines of high speed machinery, or to those who are wrapping a limited volume by hand—in the one case as an auxiliary unit, for a special product or package; in the other as a complete unit for transparent wrapping a moderate volume.



BATTLE CREEK WRAPPING MACHINE CO.

Battle Creek, Mich.

Foreign Representative:
C. S. du MONT

Windsor House, Victoria St.,

London, England

BATTLE CREEK WRAPPING MACHINE CO.,
Battle Creek, Mich.

Please tell me the practical operating savings of the "Cello-Seal" Machine. I have in mind a packagex.....x.....inches.

The product is.....

☐ Mail the information. ☐ Have a representative call.

Name.....

Firm.....

Address.....

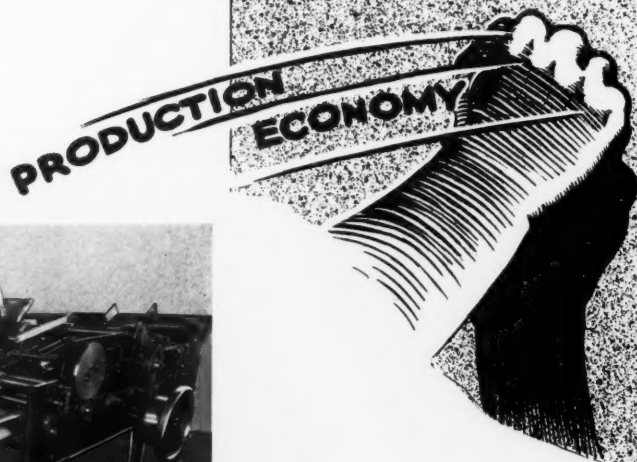
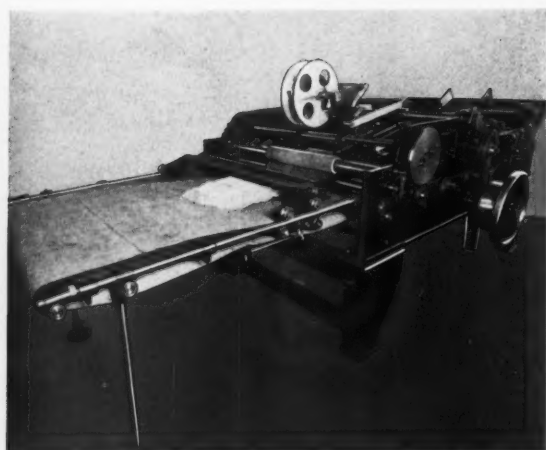
City.....State.....

MP 11-31

NOVEMBER, 1931

13

O P P O R T U N I T Y
IS AT THE DOOR OF YOUR PLANT



Open the Door Wide for that the International Cellophane

IT offers you a practical means for restoring profits in your carton manufacturing operations.

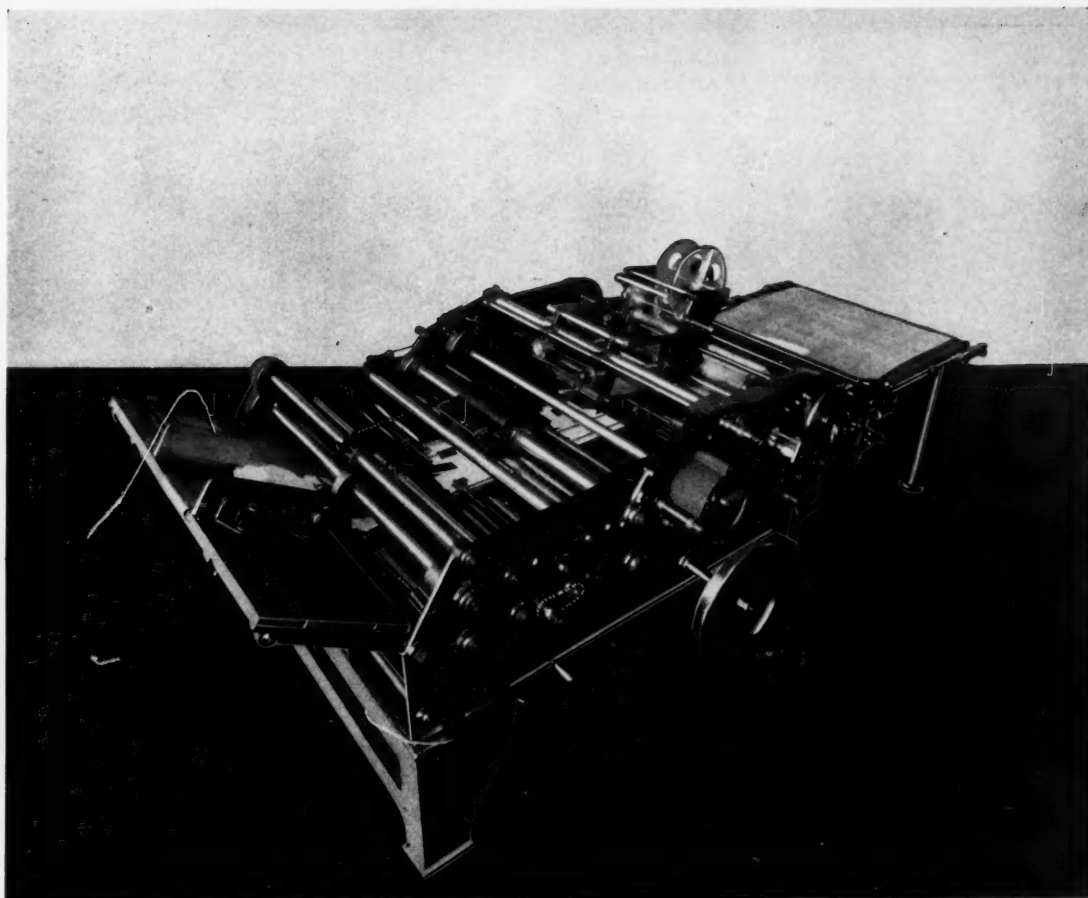
Now, more than ever, efficiency and economy is the price of success. In your window-carton department, for example, it is no longer necessary to put up with the wastes, losses and difficulties caused by inefficient machines.

The International's New Cellophane Machine will put an end to these expense items and help you to maintain a steady, uniform production of highest quality.



Exact registering of the blank is secured through special accuracy of the three mechanisms concerned. New developments, exclusively International, feed the transparent cellulose by a positive clutch and suitable brake system, through an arrangement of chain carrying. Since positive mechanisms are

The International Paper
Nashua, New



the Production Economy Machine brings to your plant . .

used to control the register of the window and carton, and to measure the length of transparent cellulose cut off, there is a variation of not more than $1/32$ ", even in a production of 120 blanks per minute. When the machine speeds to 150 blanks per minute, there is only a slightly greater variation.

Another feature is the single-wheel glue pot of unique design, which prevents the many difficulties of the conventional type glue feed, such as the electro's pounding out of shape, the glue's squeezing out, and the impossibility of maintaining an even flow when there is an interruption in feeding or a change in the speed of the machine. The International's unusually designed glue pot insures uniform spot gluing.

It's worth a few minutes of your time to let an International engineer explain the advantages of this machine more fully.

Box Machine Company
Hampshire, U.S.A.



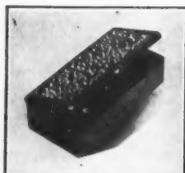
NOVEMBER, 1931

15



Fishing line box
of red and black
Bakelite Molded
used by Ashaway
Line & Twine Co.,
Ashaway, R. I.

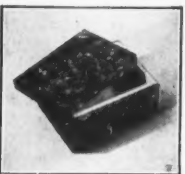
For containers that are useful as well as attractive



Attracting the prospective buyer's attention and urging him to buy is the primary purpose of a styled package or container, but for many products the function of the package does not cease with the sale. Frequently the package may be designed to serve as a necessary and useful adjunct to the product it contains, and may be used for a long time.

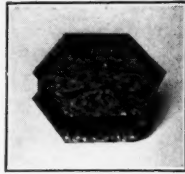


For containers of this kind, requiring unusual attractiveness and lasting utility, Bakelite Molded is an ideal material. The Ashaway fishing line box is an excellent example of this type of package. Attractive, with its lustrous con-



trasting colors of Bakelite Molded; useful, in its handy design and construction; durable and non-corrodible, because of the strong, moisture-resistant material from which it is made; many a fisherman will prize this case and its excellent contents.

We invite you to enlist our cooperation in designing attractive and exclusive closures and containers of Bakelite Molded for your products. Ask us about the Bakelite Suggestion Cabinet, it contains dozens of examples of interesting applications of this material and a wealth of valuable ideas for attractive and useful packages.



BAKELITE CORPORATION

247 Park Avenue, New York, N.Y. Chicago Office: 635 W. 22nd Street
BAKELITE CORP. OF CANADA, LTD., 163 Dufferin St., Toronto, Ont.

BAKELITE

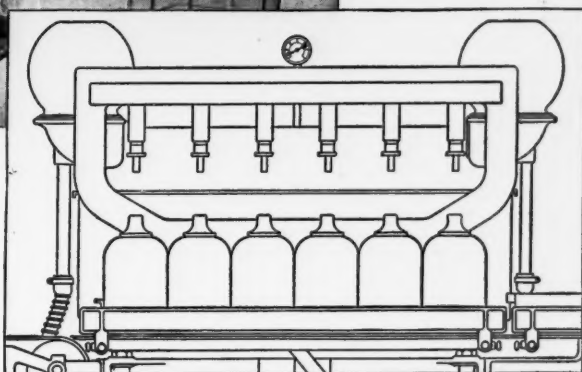
REGISTERED U.S. PAT. OFF.



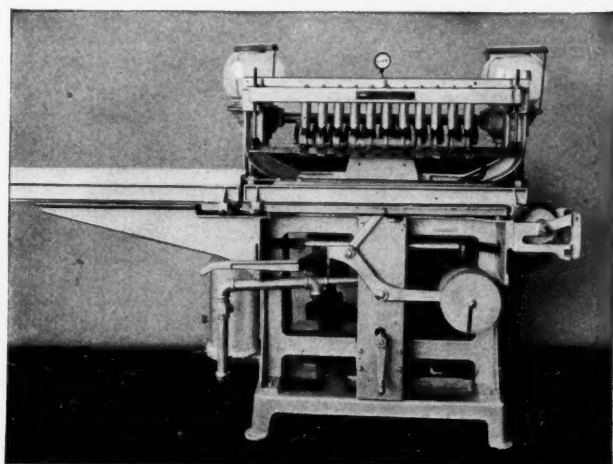
The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the

numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES



FOR FILLING liquids into LARGE CONTAINERS



While this machine was specially designed to fill eleven quarts or six gallon jugs at a time and give the generally desired speed on these sizes, this same machine will fill smaller containers with equal facility and at proportionately greater speed.

In plants where the larger bottles hinder smooth, steady production, this model furnishes the fill-gap. It can be used for small and medium size bottles or cans in the general run, then be shifted to runs on the bigger sizes with no more trouble than comes with the ordinary machine changes from size to size.

The machine is built to last, compact with power plant installed on its own base. The filling parts are made of a material to withstand the corrosive action of the product to be filled . . . For filling vinegar, ketchup, and pharmaceutical products.

This machine is one of a complete line for the automatic filling, capping, corking, and labeling of liquids and semi-liquids. Write the Pneumatic Scale Corp., Ltd., 71 Newport Ave., Norfolk Downs, Mass.

PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers—Lining Machines—Weighing Machines (Net and Gross)—Top Sealers—Wrapping Machines (Tight and Wax)—Capping Machines—Labeling Machines—Vacuum Filling Machines (for liquids or semi-liquids)—Automatic Capping Machines—Automatic Cap Feeding Machines—Tea Ball Machines

PNEUMATIC SCALE PACKAGING MACHINERY

Standard Automatic Machine Division

PNEUMATIC SCALE CORPORATION, LTD., NORFOLK DOWNS, MASS.
Branch Offices in New York, 26 Cortlandt Street; Chicago, 360 North Michigan Avenue;
San Francisco, 320 Market Street; Melbourne, Victoria; Sydney, N. S. W., and Trafalgar
House, No. 9 Whitehall, London, England



WHAT! NO FLOWERS?

A LABEL, like a face, can be pretty but lacking in character. It will fail to intrigue. It will even annoy us with its blank perfection. Very different is the label which is vividly articulate, ready to fight for attention.

Some would say we took a mean advantage of romantic "Dona Rosa." With that name, why not a bower of roses and a Spanish shawl? Because she's a *modern* Spanish witch, flaming and seductive, and we just knew she carried her own latchkey. So that's the way we dressed her up.

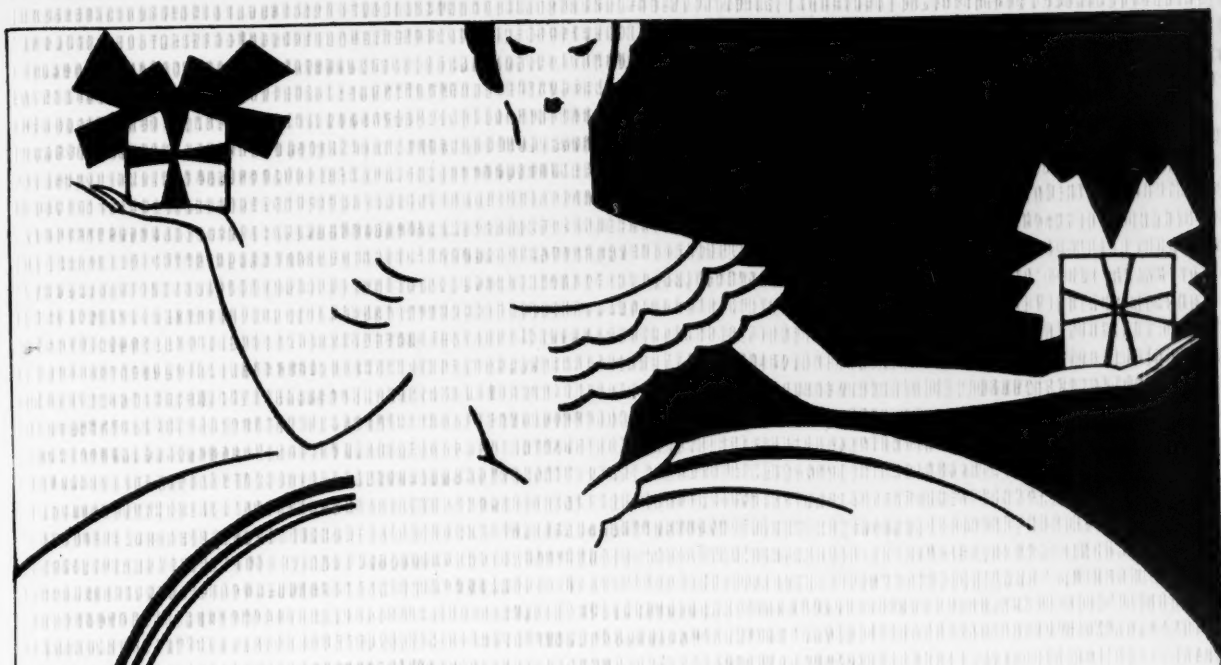
We welcome the responsibility of labeling an entire line, for it gives us a chance to show the courage of our convictions. It gives *you* a chance to shift the worry and uncertainty to us. The sooner the better! For labels and package advertising, consult

THE FOXON COMPANY

227 WEST PARK STREET

~

PROVIDENCE, R. I.



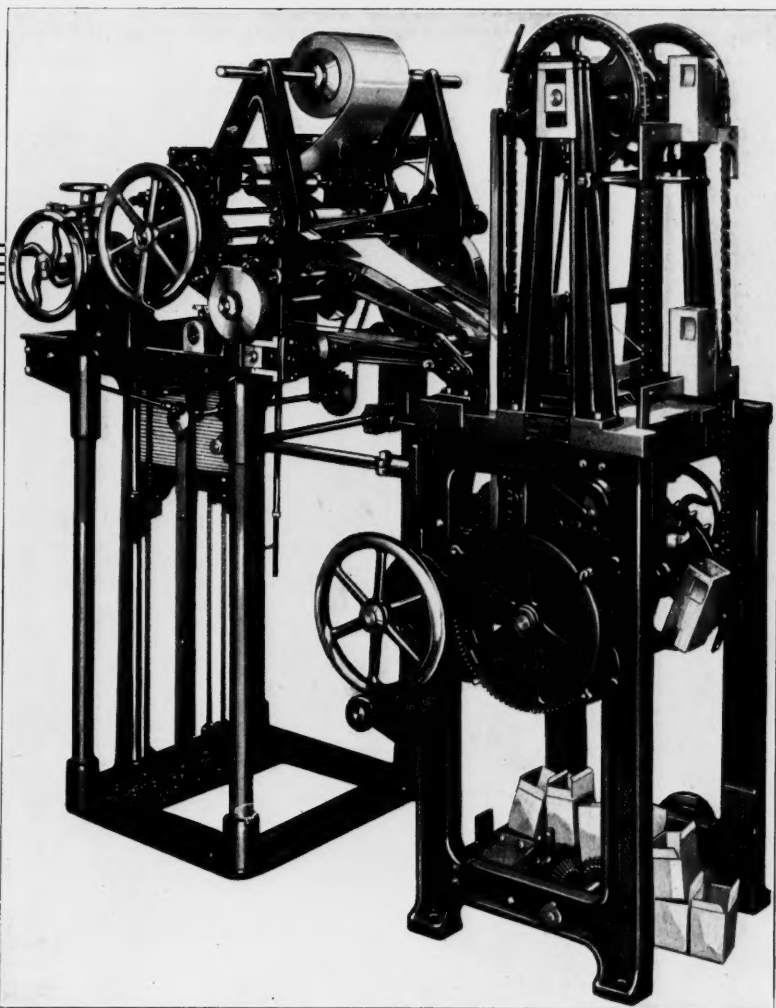
ashioned

by

LOUIS DEJONGE & CO.

CHICAGO PHILADELPHIA NEW YORK

for feminine charm in boxes
sampler upon request



PETERS
is now
completely
automatic



New Automatic Feeding Device Speeds Up Production 20% to 40%

THE above photograph shows the latest Peters' achievement—the development of an automatic carton and liner feeding device which can be attached to any standard Peters Forming and Lining Machine.

This machine, by eliminating hand feeding, increases the speed of the standard forming and lining machine from 20% to 40%.

Think what a great saving this will effect in your production!

This automatic feeding device is so reasonably priced that it pays for itself quickly. Doesn't this interest you? Write for full information.



PETERS MACHINERY COMPANY

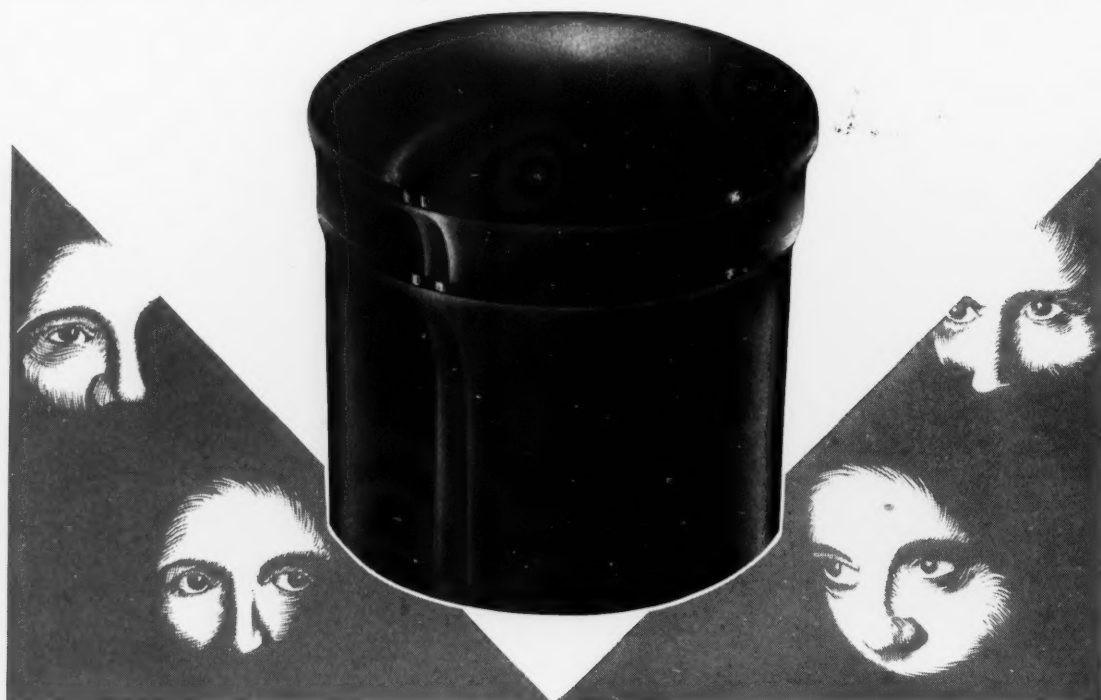
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A



NOVEMBER, 1931 19

EYE-CATCHING PACKAGES

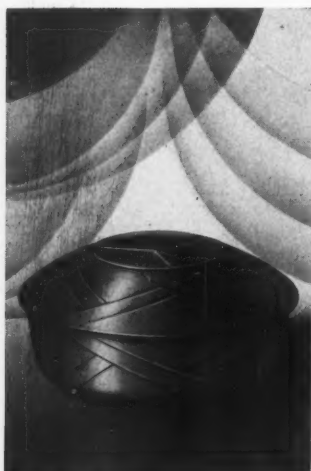
the modern way from sales to more sales



TO win and hold consumer-customers in these days of keen competition calls for extraordinary merchandising.

Packages must be unique in design and form . . . they must be colorful . . . they must have an unusual degree of beauty and eye-appeal.

Norloc containers molded of Bakelite, Durez, Lumarith or Aldur, offer manufacturers one of the most effective methods of modern packaging.



These containers are unlimited in their adaptability to products of scores of industries. They may be had in any color and in a great variety of shapes and styles. Norloc containers are clean, sanitary, incorrodible and retain their brilliance and lustrous beauty indefinitely.

Norton packaging experts will be pleased to assist you in developing a container of outstanding sales appeal for your product. May we submit some ideas? No obligation, of course.

NORTON LABORATORIES, Inc.
LOCKPORT, NEW YORK





FOR EVERY PACKAGING NEED
CONTAINERS BY CONTINENTAL

in few or many colors
and a variety of sizes,
shapes, styles - - -

"IT'S
BETTER
PACKED
INTIN"



WRITE — WIRE — PHONE
The Sales Office Nearest You

Baltimore, Md.
3500 East Biddle St.
Wolfe 9700

Boston, Mass.
131 State Street
Hubbard 7172

Chicago, Ill.
4622 West North Ave.
Spaulding 8480

Cincinnati, Ohio
2510 Highland Ave.
Jefferson 2201

Dallas, Texas
1118 Praetorian Bldg.
Dallas 2-5924

Denver, Colo.
3033 Blake St.
Tabor 4261

Detroit, Mich.
1900 East Jefferson Ave.
Fitzroy 3292

Jersey City, N. J.
16th & Coles Sts.
Montgomery 5-4700

Kansas City, Mo.
Guinotte & Lydia Aves.
Victor 7250

LET AN EXPERIENCED CONTINENTAL REPRESENTATIVE HELP YOU WITH YOUR PACKAGING PROBLEMS...

THE Continental Representative, skilled in "Packaging to Sell," offers the knowledge and experience gained thru many years of helping solve the package problems of many diversified businesses.

He also offers the advantages of Continental's large resources—38 plants strategically located from coast to coast . . . sales offices in principal cities . . . completely equipped research and development laboratories . . . a skilled organization of engineers and designers—all "Partners in the Business," with a deep personal interest in serving you well.

You will find it to your advantage to consult a Continental Representative. Write, wire or phone the sales office nearest you.

Los Angeles, Calif.
3820 Union Pacific Ave.
Angelus 7111

Nashville, Tenn.
500 Benton Avenue
Phone 6-6682

New Orleans, La.
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Galvez 4145

Passaic, N. J.
217 Brook Ave.
Passaic 3-2115

St. Louis, Mo.
P. O. Box 1242
Bridge 3550

Wheeling, W. Va.
Wheeling Steel Corp. Bldg.
Wheeling 3900

New York City, N. Y.
100 East 42nd St.
Ashland 4-2303

Chicago, Ill.
111 West Washington St.
Franklin 8711

San Francisco, Calif.
155 Montgomery St.
Garfield 7890

CONTINENTAL CAN COMPANY, INC.

NEW YORK: 100 E. 42nd St. CHICAGO: 111 W. Washington St. SAN FRANCISCO: 155 Montgomery St.

"It's Better Packed in Tin"

CREATIVE ABILITY THAT PRODUCES SALES

Balance your books with IDEAS. In manufacturing or selling, external forces which affect every business bring a flow of emergencies that can only be met with new ideas. The pressure of economic trends, new discoveries and style changes make ideas a necessity for business leadership. As consultants and designers we offer you that vital but invisible asset to business vitality—creative resourcefulness and the outside viewpoint resulting in more desirable merchandise for the consumer and increased sales for the manufacturer—the logical result of improved commodities.

The Package Design Corporation is an organization of specialists equipped and qualified by past experience to serve its clients in a creative or advisory capacity in various ways from the conception of a name, style, trade mark, package design, product design, package analysis, color counsel, style trends, method of packaging, physical construction of packages and styling of an entire line or single product for retail trade, including merchandising and display counsel when related to our basic service. We do no manufacturing. Our ideas and opinions are unbiased.

We design packages and style products for reproduction in all materials, including moulded plastics such as Bakelite, Durez, Aldur, Beetle, Lumarith, etc., glass (hand or machine blown), metal (die stamp, moulded or extruded), wood, transparent cellulose, and paper, including printed or lithographed cartons, tight or loose wraps, set-up boxes for modern machine production or bench work.

The appearance of all your merchandise, product, package and display, form your personality to the consumer. It is vitally important that this personality be inspired and protected by the guidance of one director. This professional control is offered you through the services of Package Design Corporation and will protect your commodity from the injection of any discordant note not in harmony with its personality as a whole.

PACKAGE DESIGN CORPORATION, 8 MURRAY ST., NEW YORK

NOVEMBER, 1931 21



• ANNOUNCING RIEGELITE

• • • • • **THIS NEW PRODUCT**
was first developed for the Ward
Baking Company—to maintain sales
appeal and cut excessive wrapping
cost. Riegelite is now used on a
number of Ward cakes and many
other leading bakers have adopted it.
There is a Riegel paper that will solve
your packaging problem as surely as
Riegelite has solved the problem for
Ward... a paper that will keep dry
cereals dry—cake moist—crackers
crisp—coffee fresh—tea fragrant
—soap chips from losing weight. An
inner or outer wrap to meet your
need—with a minimum of expense.
Write for samples of Riegelite and
our portfolio of packaging data . . .

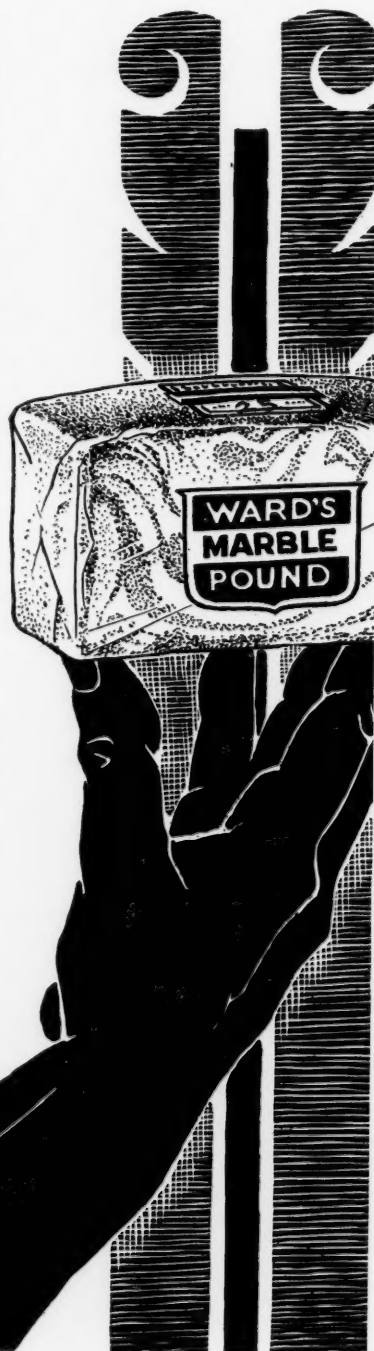
RIEGEL PAPER CORPORATION
342 Madison Ave. New York City

**MADE THROUGHOUT THE
NATION TO SAVE FREIGHT—
SPEED DELIVERY**

By

Dallas—Dixie Wax Paper Co.
Detroit—Detroit Wax Paper Co.
Memphis—Dixie Wax Paper Co.
Milford, N. J.—Riegel Paper Corp.
New York—Riegel Paper Corp.
Pittsburgh—Detroit Wax Paper Co.

**WRITE NOW
FOR SAMPLES**



MODERN • PACKAGING

NOVEMBER • 1931

VOLUME FIVE - NUMBER THREE

Improved Packages Improve Pencil Sales

By Edward Thompson

"THE MOVING FINGER WRITES; and, having writ, moves on; nor all your Piety nor Wit shall lure it back to cancel half a line, nor all your tears wash out a word of it." Thus wrote Omar Khayyam, the philosopher, in days long before the invention of the lead pencil. There is little in the quotation to indicate that this gentleman of the eleventh century was interested in lead pencils, although his remarks refer to the art of writing and the permanency thereof. Nor was he particularly concerned with the sales of lead pencils. Had he been so, his copy might have been less fatalistic—and he might even have suggested that a package would help.

Digging back into the early history of pencils we find that from the beginning some sort of box or container has been used—not with any intention of creating a background that would aid consumer sales, but more as a help and convenience to the wholesaler and re-

tailer. Then came the appreciation that better packaging could help sales, and so today we find that manufacturers of pencils and similar items are taking advantage of modern methods of package design and display. As an outstanding example of these, several of the new packages of The Eberhard Faber Pencil Co., some of which are shown in contrast with those previously used, are of interest.

The present container and easel display box used for the assortment of 12 Mongol colored indelible pencils is a decided improvement over its predecessor. The latter carried gold lettering on the outside and displayed a



Photo by Rehnquist

white front label when in set-up position. In contrast, the new box has an outside label in colors and the front label with a black background is more attractive. The idea of greater display has also been carried out in the boxes which contain the displays, six in each box. The end label of the new box carries a replica in black and white of the circle, pencil and brush design which appears, in color, on the front label of the display. All of these improvements embody suggestions that are distinctly those of consumer appeal and are planned to be of aid to the retailer as well.

Another innovation in the packaging of the Mongol colored pencils (not shown in illustration) is a change from a plain set-up box, used to contain one-quarter gross of the pencils, to a new style box with a hinged lid and carrying printing in colors on both the inside and outside of the lid. Likewise, a similar change has been effected in the boxes used for "Okay" colored pencils. The old style box contained one-half gross, was a two-piece box and carried a conventional label on the top and one end. The new box contains one-fourth gross only and is printed in colors both inside and

outside the lid, carrying out the idea that these are colored checking pencils and combining the name "Okay" with its obvious significance as "OK."

New wrappings have been adopted for the pencils included in the above mentioned boxes, as well as for other assortments. Several examples of these are shown in the illustration on page 23, with the corresponding old wrappers or sleeves which group a dozen pencils. The new designs, in addition to striking a modern note, are more rigid, the latter characteristic having proved more practical in production work in the factory. It is obvious that the new sleeves or wrappers afford an improved presentation over the old style paper wrappers.

In the display stand for showing Elite pencils, an attractive background in color (black and green) affords an excellent means for showing the special designs and colors of the pencils, which are provided with extra large erasing tips. The stand is a collapsible easel which is shipped set up in position with the contents. It is provided with two steps to give the three rows a staggered appearance, thus displaying all of the seventy-

two rubber tips in plain sight. The easel and its contents are self-displaying when taken out of the shipping case.

An attractive new hinged box used for Van Dyke copying pencils provides an especially presentable means of showing these in the shop window or on the counter. The inside cover of the box is in gold with black lettering, which blends well with the two shades of green stripes used to carry the label on the top of the cover. As illustrated, this box is shown in open and closed positions.

Photo by Rehnquist



At lower and upper left: The present container and easel display, shown closed and set up in position, for packaging an assortment of 12 Mongol colored indelible pencils. Lower right and left: The new hinged box for Van Dyke copying pencils. At right: New container for one-half gross of Van Dyke lead pencils, the former ordinary box with lift-off end and the redesigned box which works on the sliding principle and actually demonstrates the utility of the adjustable eraser

Formerly the Van Dyke lead pencils with an adjustable clamp eraser tip were put up in an ordinary box with a lift-off end but a new design which has been adopted not only makes the package a more interesting one but incorporates an actual demonstration of the utility of the adjustable eraser. The new box works on a sliding principle and shows the feature of the renewable clamp eraser when the box is opened for the removal of the pencils. To teach the public how to work the clamp eraser was a problem which always presented difficulties and this has been successfully solved by the new box. Another feature, that of the pencils themselves, is the attaching of small paper tabs to the eraser end that tell the customer about this device. The set-up box which contains one-half gross of these pencils makes use of a reproduction, in color, of the eraser feature on the cover.

A practical display, which occupies minimum space on the counter, provides a convenient opening for the removal of the tubes and incorporates an automatic easel feature for the convenience of the dealer, is that which is used for Star leads. The magazine, the front of which is exposed to show the individual tubes, holds 24 tubes. The design carries out the idea of the rays of a star, the trade mark of this particular product.

In the packaging of Colorbrite rubber bands the company wished to convey a merchandising idea to the public. These bands are made in four colors, each color being limited to one size so that the size desired could be picked out by the color. On the folding carton, which carries a modernistic design in color, actual bands are mounted on the lid against a white background. Encircling the box is a white band carrying the trade name. For home use and for gifts and prizes

these colored bands have also been attractively packaged in silver-covered set-up boxes. As a means of displaying the latter, a pyramid stand or display has been devised and this has proved very effective. The box is held at an advantageous angle, the color scheme of the display—black and light blue—serves as an excellent background for the silver box, which is locked into the display when set up, and the wording used suggests reasons for purchase.

Particularly appealing to children, the short length colored pencils are now presented in new boxes which show a decided improvement over those formerly used. Among the new boxes for these numbers are "Alice in Wonderland," "Jack and the Beanstalk" and "Triobox." In each the points and colors of the pencils are exposed without opening the boxes, and the designs configure with the subject presented. Upon opening, by means of sliding up the lower part of the box, a continuation of the story is revealed.

In the examples shown and described will be found sufficient evidence to indicate that this company has registered considerable progress in adapting their package designs to the modern trend.

Photo by Rehnquist



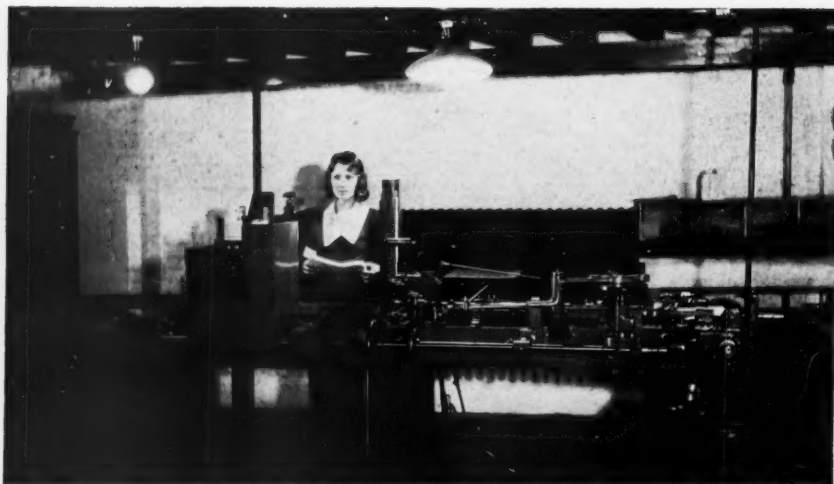
At left: The attractive and practical counter display for Star lead pencils, whose design carries out the trade mark name. At right: Carton for Colorbrite rubber bands which makes use of actual bands mounted on the lid against a white background. For home use and prizes these rubber bands are packaged in silver covered set-up boxes for which the pyramid display (at center) has been designed. Below: One of the new cartons for children's pencils which show the colors and points. The subject of each package is represented on the cover.

Package Color Scheme Aids Campana Sales

By Raymond C. Kelly

WITH THE ADVENT of another season of snappy mornings and brisk breezes the Campana Corporation, manufacturers of the well-known Italian Balm, renew their campaign to aid in the relief of chapped faces and irritated skins. Once again a powerful establishment with but a single aim steps into the market with a sales appeal package. Once again will the retail cosmetic departments display the Campana eye-catching color combination of blue and yellow. No other single factor has been so integral a part of the sales effectiveness as this unique package color combination. The color scheme encourages the first sale and the product does the rest. This harmonious color combination is followed in all sizes of packages, not only in dressing the bottle, the label and the cap, but also in the carton itself.

Dr. Campana, a skin specialist from Italy, originated the Italian Balm formula during his years of extensive practice in Canada. It was there that the severe weather conditions created a demand among the finest clientele for just such a product, and as early as 1900 he successfully marketed it there for the retail trade. Canadian consumers enjoyed the use of the balm for many years before



Above: An attractively arranged window display of Campana's Italian Balm.

At left: The constant motion automatic cartoner unit at the plant of the Campana Corporation, Batavia, Ill.

it became known in international markets, but in 1925, through the newly organized Campana Corporation, located at Batavia, Ill., world-wide distribution was started.

The American market eagerly awaited Italian Balm and consequently the Campana Corporation has grown with astonishing rapidity. Additions and changes in the plant having been made from time to time, it is today one of the most modern plants of this type in the country. The building, itself, is a modern complete one-story brick structure with the main offices occupying the front center of the building and the private offices on either side. Behind the offices are the manufacturing stock and storage rooms on one side and the packing and shipping rooms on the other which makes for facility and efficiency of management.

Exceeding care is used in the selection of the score of ingredients entering into Italian Balm compound. The most remote corners of the world contribute their

quotas to the fragrance or antiseptic-healing qualities of the product. From the storage warehouse the bulk materials are brought into great processing and mixing kettles which, with great exactness, process the balm. Before packaging, the compound must be properly aged to insure the delightful fragrance and refreshing stimulus which this product imparts to the skin upon application.

So completely efficient is the Campana production system that a large output is possible in a minimum floor space. The bottles are received in sanitary cardboard boxes at the head of the line and are carefully inspected as they are put on the feed conveyor, carrying them to the 18-stem filler, operating at 100 bottles per minute. Italian Balm is piped through a three-inch brass pipe from the compounding room to the filler. The filled bottles are then conveyed automatically to the capping machine which, after the capping operation, also discharges them by con- (Please turn to page 54)



Below: The head of the high speed production line on Campana's Italian Balm which produces one hundred filled, capped, labeled and cartoned packages per minute. In the foreground is the vacuum filling unit; at the right, the capping unit.



Above: One of the automatic units for the labeling of Campana's Italian Balm at the plant in Batavia

IDEAS

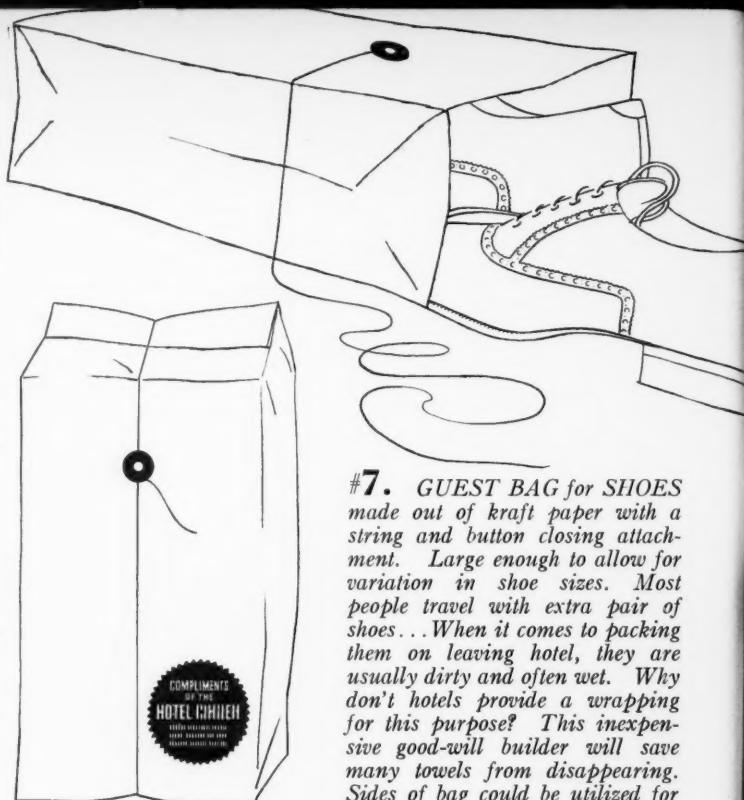
By Martin Ullman

HERE ARE THE words, you write the music... A man once found a coin in the street and forever afterwards it was noticed that he looked on the ground as he walked along... But he never found another coin and in addition never saw the sun.

Most manufacturers follow each other around losing all of the great possibilities that attach to the inviting package... Copying each other's package... contributing little or no improvement... injecting no new ideas... all because the original one made a big success... The cardinal rule in their catechism is if it hasn't been done before, it should not be tried by them.

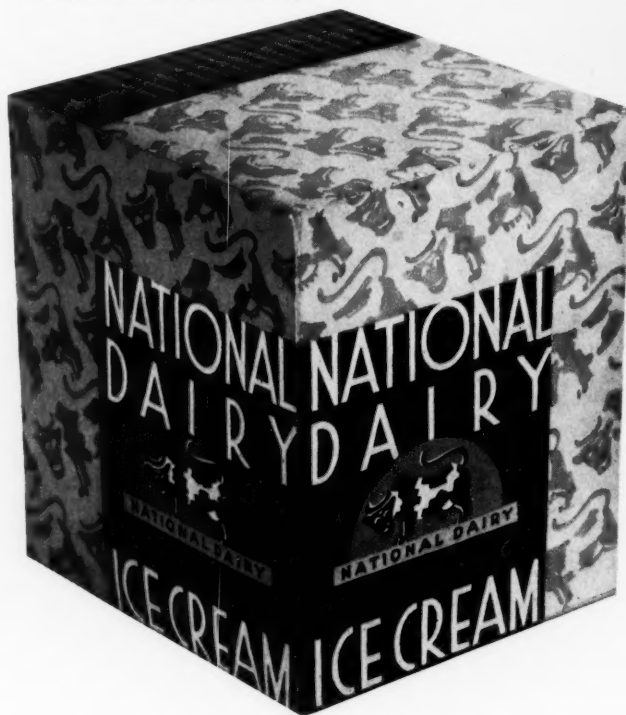
We may believe that there's nothing new under the sun. BUT there's always a different way of doing the same old, tame old thing to make it appear new... The artist-designer can express the needs and feelings of today in terms of the producing methods and materials of today... He is an important cog in the wheels of production... He can give fresh strength to the package... He knows how to design it so that certain lines portray bigness, certain colors reflect refinement and certain shapes make identification easy.

Markets are simply people... People still have but five senses through which all impressions must come... So long as human nature is human nature, people will grow tired of things and will seek ever-new articles. It is plain to the point of obviousness that a package should on the face of it be a very inviting thing... that it look confident and serene and be full of undoubted and unquestionable character... that it should in fact give the recipient pleasure in itself... It must make the shopper in a hurry, see... and seeing, want. Its appeal must be swift, brief, impressive... Just as much individuality can be expressed in the package as in the product itself. In many instances only through the package can the distinction between one product and another be visualized... To the person who has not yet used the product, the PACKAGE IS THE PRODUCT...

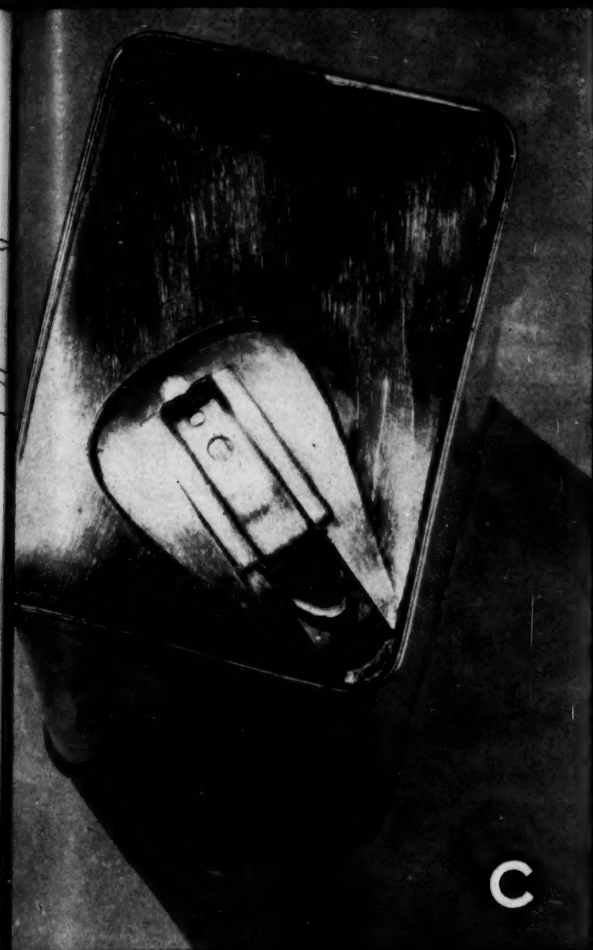


#7. GUEST BAG for SHOES made out of kraft paper with a string and button closing attachment. Large enough to allow for variation in shoe sizes. Most people travel with extra pair of shoes... When it comes to packing them on leaving hotel, they are usually dirty and often wet. Why don't hotels provide a wrapping for this purpose? This inexpensive good-will builder will save many towels from disappearing. Sides of bag could be utilized for advertising matter. (Submitted by Frederick B. Miller, Montclair, N. J.)

#8. DOUBLE VISIBILITY in a package. Spotting the label-shapes off centre and joining them at a corner so that the product name can be visible from two angles at once. This arrangement with a "bleed-off" on one side gives the effect of the package being bigger and places emphasis on the name. It has a characteristic appearance akin to a trade mark... also it makes for an effective display on the shelf or counter. (Submitted by Martin Ullman, New York.)



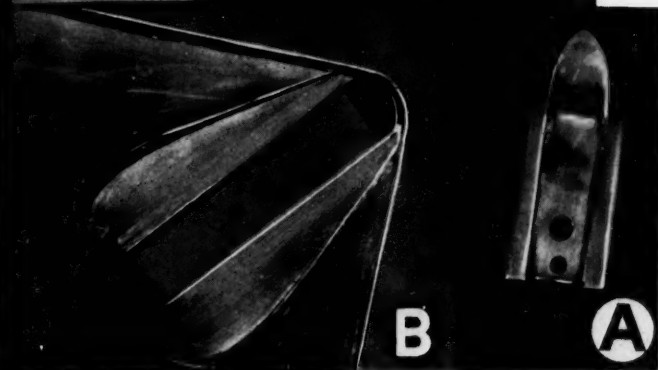
#9.
metal,
device
when s
can.
takes n
protru
spoon
(B) is
Then
shown
(Subm



C



D



B



A

#9. *SLIDING SPOUT...which can be made in metal, moulded plastic or combination fibre...a simple device which when pushed forward acts as a spout, and when set back in place acts as cap hermetically sealing the can. The whole device is sunken into the top and yet takes none of the cubic contents away. The old fashioned protruding cap on top is eliminated. Unit (A) takes spoon shape and when die-stamped has two holes punched. (B) is the usual can with top stamped from one piece. Then (A) is snapped on to (B) completing the container as shown in (C) closed. Our (D) shows how liquid pours. (Submitted by Martin Ullman, New York.)*

A crown is all right but a king needs a kingdom as well as a crown...Fine birds need fine feathers as well as fine features...And the Editor (meaning I'm talking direct to you) needs the backing of readers...R.S.V.P. with bouquets or brickbats, or ideas...at least do this, fill in this coupon.

FILL IN... CUT OUT... AND MAIL IN TO

IDEAS EDITOR

Modern Packaging, 11 Park Place, New York

I VOTE FOR



AS THE

NAME

FIRM NAME

STREET AND NO.

CITY

STATE

POSITION

COMMENTS:

Editorially Speaking — —

Defining a Package

One of our readers raises the question, "What constitutes a package?" We were under the impression that we had at some time or other in these columns attempted to clearly define the term but a perusal of back issues furnishes a negative answer. However, in the first issue of MODERN PACKAGING (September, 1927) under the heading, "What Constitutes Packaging," we said:

"Webster defines a package as (1) 'Act, process or manner of packing;' (2) 'That in which anything is packed; a box, case, barrel, crate, etc., in which goods are packed.' Therefore the ethical interpretation of packaging can be taken to mean those operations which perform the above. Industry, however, considers a difference between packing and packaging. While the latter, it is true, is a packing operation, the producer of merchandise which is sold to the ultimate consumer in a package differentiates between the two operations, packaging and packing. The former directly follows or is an integral part of his production operation, while the latter precedes the shipping of his merchandise. To state specifically at which point actual packaging commences and ends is indeed difficult, for it will be realized that such an inclusion will vary greatly with different commodities. Grouping, wrapping, sealing, labeling, the design and construction of packages, as well as the planning and execution of type and illustrative material used on the package—all come properly under the head of packaging."

With this interpretation of packaging as a basis for policies and plans, we charted our editorial course, and while we have no doubt varied the journey with certain extraneous excursions, invariably we have returned to the direction in which we started, namely, to the above belief and conviction. Just why we did not define a package at that time is difficult to answer. Possibly we felt that it was unnecessary to do so, that the term was generally understood.

The term "package" as applied today is loosely used. Not intentionally so, however; it is more the fault of our increasing habit to use words and phrases that can be liberally interpreted rather than those which express exactness. This habit, we are told by columnists and others, is not to be deplored—it makes for better under-

standing of the language we use. So that in offering a definition for "package" we do so, first, to oblige our inquiring reader and, second, to establish a reference, should the same be required in the future. Is it necessary to say that we invite contrary opinions?

A package is any assembly of protective or decorative materials applied to merchandise for purposes of convenience or sales or both. This definition, we feel, is more comprehensive than that expressed by Webster—more in accord with the present-day understanding of a package. A package may be complete with its inclusion of a single item such as a bag, a box or other type of container. On the other hand, we refer to an assembly of items such as a bottle with its closure, label, insert, outer carton, etc., as a package.

So there we have it. We await the brickbats or bouquets that may come our way as the result of expressing this opinion.



The Wolf Package Award

In the October issue was included an announcement of the committee appointed to award the Irwin D. Wolf Cup presented through the American Management Association for the most effective package developed and placed on the market between January 1, 1931, and February 15, 1932. Further details concerning the competition will be published in the December issue of MODERN PACKAGING.

We cannot refrain at this time from passing a word of commendation to the gentlemen who have stipulated these conditions, which to us seem adequately fair, well balanced and inclusive of all of the factors that should be given consideration in such a competition. It is difficult, to say the least, to formulate any set of rules which is sufficiently comprehensive to deal adequately with all of the conditions that must be met in the consideration of a multitude of packages of various groups or classes.

As was pointed out recently in a discussion of the rules or conditions of the competition, there is always

the probability that losers will be dissatisfied with the decision; there is even the chance that the winner may feel the choice should have gone elsewhere. But the judges, definitely hemmed in with stipulations, must direct according to the dictates of those rules, in the making of which, it is assumed, they have had at least a part. The responsibility, therefore, rests with them.

"The Jury of Award will take into consideration the aesthetic aspects of packaging and also the sales effectiveness of the package, the utility, the relationship of package cost to value of the product and the appropriateness of the package for marketing the production generally." This, to us, seems adequately fair, for therein is considered the prime function of the package—its ability to sell the goods thus presented.

At first glance it may appear that a real problem is presented to the committee in having to deal with several groups of packages from the standpoint of different types of containers, etc. But we do not view this with any alarm nor do we think the judges are apt to find themselves in a dilemma as a consequence of this condition. The competition, as we see it, and as we think was intended by the sponsor, considers the function rather than the substance of the package.

The Chicago Conference

The tentative program planned for the Packaging and Packing and Shipping Conference and Exposition

(a shorter designation is being sought, we understand) to be held in Chicago next March includes an interesting and constructive list of subjects, out of which can be selected those topics that will offer a well-rounded treatment of the important problems in packaging. Of the latter there are many, for it must be remembered that the recognition of the package is comparatively recent and many companies are attempting to crowd a knowledge of the necessary considerations into a period of time which is unequaled in any other industry or phase of industry. This is true not only of users of packages but of the suppliers of materials and equipment as well. We recently learned of one company—a newcomer into the field of packaging materials—who has done more thinking, and acting, too, in three years than the entire packaging industry had done, in this particular line, in the ten years preceding.

In the June, 1931, issue—the post-convention number—we attempted certain suggestions for future meetings, and it is gratifying to learn that some of these have received consideration. The discussion of packaging methods, more effectual research plans in advance of package selection, package costs in relation to production and sales—all have an important part in the immediate program of package users.

The foundations laid by last year's successful meeting, together with the increasing interest on the part

of every producer of goods who recognizes the package as an economical and certain means to distribution, call for a program that deserves thoughtful study. We feel that such a plan is in capable hands.

That New Ideas Page

We are not satisfied (we like to think of ourselves as being human) with the replies that have been received in response to the "Ideas" pages. With the number at least. Perhaps it is that we have the wrong impression with respect to ideas, although we have always been given to understand—and so, firmly believed—that something which is practical and considers a new way of doing things incited interest in one quarter or another. The "Ideas" pages are intended to do just that.

One thing is certain. There is no dearth of ideas in the package field. One has only to look around any store or shop window, in the magazines, the newspapers, at bill-boards and car-cards, to appreciate what is going on in the development of novel ideas that make for convenience or add to the appeal of packages. Perhaps it is that new ideas are considered by the instigators as being too valuable to broadcast for the benefit of others—perhaps they should be diverted to channels which assure more personal benefit. Such an attitude, we feel, may be justifiable under certain circumstances but cannot be said to be commendable in every case.

There is something after all in favor of give and take—no one is sufficient to themselves; the existence of each depends on a mutual interchange of ideas. Of course we find, and probably always will find, individuals or companies who benefit from every available idea that may be adaptable to their business and yet are unwilling to place their own at the disposal of others, even though their protection may be assured. But such a policy is, at best, a short-sighted one and eventually reacts to the detriment of those accepting it.

Perhaps we are impatient. Many of our readers may be holding back—waiting to see what the "other fellow" is going to do. To them we say, "Don't be that way." To others who are hesitant about expressing their ideas, we suggest that a simple sketch or a brief paragraph will suffice. And from the remainder we would like a line of approbation or criticism. Let us have your ideas about "Ideas."

R. A. Gherman.



Photo by Rehnquist

Introducing a New Era In Cigarette Packages

SMOKERS HAVE GROWN accustomed to the general type of packages used for cigarettes so that, if the truth be told, in most cases the package itself has been of little significance. An exception to this statement should be made, however, in the case of those packages which have adopted outer wrappings of transparent cellulose and other materials. The use of these has, in practically every case, occasioned a reference, in advertising, to that feature of the package. But we refer particularly to the decoration of the package—its color and design. Actually, an excellent opportunity is open to cigarette manufacturers for the general betterment of their packages.

An appreciation of the latter fact is evident in the packages recently placed on the market by the Condossis Tobacco Corporation of New York who are introducing a family of cigarettes—a royal family, if you will, for the line includes a King, a Prince and a Count. From a packaging standpoint, the line offers two unusual features: it presents the first example of a group of cigarettes, different in types, offered under a "family" name and a "family" design and color scheme; it represents the beginning of a new era in the designing of cigarette packages—a radical departure from the more or less commonplace wrappers in which both the "popular" and so-called exclusive (*Please turn to page 52*)

From Coffee Can to Canister

By John Winters Fleming

IN NINETEEN HUNDRED NINETEEN, with the advent of prohibition, Anthony Schreiber, Buffalo, N. Y., brewer, stopped brewing Manru lager. In 1924, the Schreiber Products Corporation, with sixty-year-old Anthony Schreiber at its head, started blending and roasting a coffee, Manru coffee. Today, there is more Manru coffee sold in Buffalo than any other brand, according to a recent retail coffee survey. In these three sentences is outlined a business romance in which packaging played a leading role. It is the romance of a man who undid the work of a lifetime at the age of sixty; transformed his world-renowned brewery into a coffee factory, and elevated the common, garden-variety coffee can into the proud position of a canister.

When prohibition came Mr. Schreiber turned his mind immediately to thoughts of other beverages. He was determined to continue producing beverages. For two score years and more his name had been linked with beverages. For a time after prohibition he manufactured near beer but experiments in this direction proved not too convincing. Then he turned to coffee.

His first move was to secure E. B. Smith, a native of Kingston, Jamaica, West Indies, as coffee blender and roaster. Mr. Smith was literally brought up on a coffee plantation. He knows coffee from the seed through the bean, and is an expert in blending and roasting, to the finished cup on the table.

At the two-story stone factory at 662 Fillmore Avenue, Buffalo, the home of the Schreiber Products Corporation, the basement is devoted to storage of all advertising material, cartons and cans. These brilliant yellow coffee cans with the red borders and dark brown center stripes are bought with their bottoms out in three sizes: 3-lb., 1-lb. and sample, five-cup 1½-oz. tins. They are purchased in lots of 3½ cases, or 350 cans, there being 100 cans to the case.

The main floor is given over to general offices, salesmen's conference room, coffee storage and the receiving and shipping departments. To make Manru coffee,



five coffees are blended: Arabian, Brazilian, Colombian, Venezuelan and a coffee from Java. These coffees are bought in carload lots that vary from 250 to 300 bags per carload and that vary in weight per bag from 138 to 150 lbs. From the railroad the bags of green coffee beans are trucked to the receiving department, a vast covered platform with a capacity of 2000 bags or 300,000 lbs. of coffee. Inside the plant on this main floor there is additional storage space for 4000 more bags.

From main floor storage the bags of green coffee beans are carried to the second floor coffee room by elevator. In the coffee room they are first weighed, in the bag. Next, the five different coffees that comprise Manru brand are blended and dumped into the roaster, 500 pounds to a batch. They are roasted for 18 minutes over a gas flame during which process they are also cleaned and freed of all foreign matter right within the roaster. After roasting there comes a five-minute cooling process and the finished product is ready to be dumped from the cooler into any one of six storage bins, each bin with a



A fully automatic bottom sealing unit at the manufacturing plant of Manru coffee which seals sixty 1-lb. containers per minute

The packaging line at the Manru plant. Left to right: Automatic weigher and filler for bean or unground coffee; automatic weigher and filler for medium ground coffee, and the bottom sealer unit



capacity of 1000 lbs. From the storage bins the coffee is dumped once more, this time through a grinder with a capacity of grinding 1500 pounds an hour. The coffee is now ready for packaging.

Considering the large output of Manru coffee the packaging process is amazingly simple and effective. One bottom sealer unit and conveyor belt comprises the packaging department! At one end of this conveyor belt there is an automatic weigher and filler through which the bean or unground coffee is run direct from the storage bins. Midway along this conveyor belt there is another automatic weigher and filler through which the steel-cut or medium-ground coffee is fed fresh from the grinder.

Although these two weighing and filling units weigh and measure out the coffee automatically, the actual filling process is semi-automatic. A girl stands by the weighing and filling unit and feeds the empty, bottomless cans with their tops sealed on. Thus these coffee cans are filled from the bottom up. From this unit the filled, upside-down coffee cans are belt-conveyed to the bottom-sealing unit which operates fully automatically at the rate of 60 one-pound cans per minute, the same rate at which the cans are filled. The same conveyor belt then loops back and conveys the filled, bottom-sealed coffee cans to a girl who hand-packs them either in carton or half-carton lots, either 30 or 15 one-pound tins to a carton as desired. The same operator hand-seals the carton, and the coffee is ready for shipment. Thus this coffee is untouched by human hands from the time it arrives at the factory as green beans in the bag until it is opened by the housewife in her home.

In this same coffee room is the coffee-testing department, a partitioned area, that must be mentioned in any story about Manru coffee. Every incoming batch of coffee is tested at least three times and by at least three expert coffee testers.

Before a carload of green coffee beans is ordered a sample of the proposed carload is sent up to the testing room where it is cleaned and roasted in a miniature roaster. Next, it is cooled and ground in a miniature grinder. Lastly, it is made up into at least three cups of coffee. To assure precisely the same amount of coffee in each cup, a nickel is placed in one pan of a set of tiny scales. Into the other pan is placed just enough coffee to balance the scales.

In the center of this testing room there is a round, revolving table. At this table three places are set, a cup of coffee at each place. Three testers taste the coffee, place each cup back on the table, and revolve the table so that they may also taste the other cups. Then the coffee is allowed to cool off and, when cool, is tested again in the same manner.

The coffee is tested for aroma, body, flavor and stamina or staying power (the cool coffee is tasted to see how much of its aroma, body and flavor has been lost in the cooling process). If the sample passes the test, a carload is ordered. As soon as the carload arrives it is tested against the sample. If it passes the test the newly arrived carload of coffee is ready for manufacture. After the roasting process another sample is taken fresh from

the roaster and tested against the other two samples! This is all done to insure absolute and unvarying uniformity.

In addition to packaging in tin cans, Manru coffee is also packaged in paper bags for the institutional trade: hotels, hospitals, restaurants, clubs, etc. When a batch of coffee is to be bagged for this trade, a long portable table on rollers is rolled across the coffee room and adjacent to the weighing and filling units, and the packaging proceeds just as in the case of tin cans.

The package itself and this firm's effective exploitation of its re-use value as a canister forms the other half of the story.

All three sizes of tins are bought capped and equipped with a cardboard inner sealer. All three tins also feature the seal lock top. Tiny knobs and ridges inside the can's cover fit in between and interlock with similar tiny depressions and ridges inside the top of the can proper.

"It is almost impossible to cut oneself opening our tin and no special opener is needed," states an official of the company. "A turn of the top and the tin is open. At the same time the seal lock cover makes the tin absolutely water-tight, a fact which can be proved by immersing a covered tin in water. The cardboard inner sealer makes the container almost airtight, proved by the fact that the aroma of the coffee does not come through the inner sealer."

In every form of advertising media used, the Schreiber

Products Corporation ties in its coffee container with its coffee advertising. In the newspapers, in all direct-mail matter and on all window display material, a reproduction of the can always appears. On billboards throughout the city, as well as on the firm's six local delivery trucks and four salesmen's cars (incidentally, both trucks and cars are painted in the same vivid yellow and red), the container always stands out in replica. Already the can is a familiar sight at food shows, cooking schools, grocery store demonstrations, church dinners and the like.

Most striking of all is Manru's sampling policy and the company's capitalization of the container's re-use value and appeal as a canister. In response to the pull of various forms of advertising, more than one-half million of the tiny, 1½-oz., 5-cup tins—each one a copy of the larger tins—have been sampled!

In the center, against the bright yellow background and within a red border, of one side of the 1-lb. and 3-lb. tins, the following inscription appears: "You will find labels in this can to paste over this space." Sure enough, inside the can, between the cover and the inner sealer, is a gummed strip of red and white labels, variously captioned CEREAL, COOKIES, CRACKERS, FLOUR, POP CORN, SUGAR, and so on down the list. In this way the Manru company has converted coffee cans into canisters—and added sales to sales—by cashing in on package re-use appeal and value.

At the left: Filling twenty 3-lb. containers per minute with bean or unground coffee. At the right: Filling sixty 1-lb. containers per minute with Manru steel cut or medium ground coffee



Gauging Package Redesign by Consumer Preference



THE OVERWHELMING APPROVAL by the consumer public in the redesigned Snaplites of the Burgess Battery Company, first brought out in March, 1930, not only filled the loophole in the company's merchandising campaign but in the cause of better merchandising via packaging, spurred the company on to set a definite plan to maintain yearly sales on an equal level. In addition, to increase sales through this channel.

In this plan for permanent national popularity, the aim of the designers and executives of the Burgess company was to bring out new models each year,

keeping the style note set last year, but improved in accordance with consumer taste and preference. At the suggestion of the designer, who was given carte blanche in this yearly redesign program, a style report was obtained direct through retail sources on the popularity of each of the five models distributed in 1930 and the first part of 1931, to form the basis of this year's styling campaign. This check-up showing which of the five designs had the greatest consumer appeal, the sales percentage of one design over another and the order in which they sold, definitely influenced the designing of the present line. From this report, it was evident that but three models were necessary for complete distribution as against five used last year. The three, as shown in the accompanying illustration, retain the style feature that was so radical a change last year but against the extremely modernistic designs, the new Snaplites, while in every sense more modern, are executed in much better taste. There are less colors, and characteristic of the better packages of today, each is more individual, more simple. A definite, readily describable color scheme has been used. As shown, the Snaplite at the left is red and gold, the center one, black and silver and the one at the right, green and gold. The extreme simplicity of this year's models, expressing and indicating as it does, consumer taste, places the five previous designs in the class of elaborate packages.

If these new models are indicative of any classification, it is evident to the manufacturers that purely abstract or geometrical designs will have the greatest appeal to the prospective purchaser.

The style report conducted by the company brought out still another important feature which is playing so important a part in the present merchandising campaign. This was the method of refilling which occasioned a further improvement in the product. Like last year's model, there are three sections to Snaplite, the main section being the (*Please turn to page 66*)

Official Sanction Sought For Package "Front"

By Waldon Fawcett

The perennial resurrection of legislative action regarding the so-called "slack" package may be expected when the next congress enters its sessions. That there will be far-reaching results therefrom seems quite probable. In this article Mr. Fawcett reviews past performance and points out several considerations which may have a place in these further activities.

It is news, assuredly, but it cannot be a complete surprise, for packagers to learn that an effort is to be made to persuade the 72nd Congress of the United States to enact a law to regulate, within limits, package forms and packaging policies. That there is no shock in the tidings is due to the fact that every Congress within the past decade has been urged to approve what is commonly designated as a Slack-Filled Container and Deceptive Package Bill. The extra added feature in this year's revival of the perennial project is supplied in consequence of the fact that packagedom is at last waking up and demanding reasonable restraint in the package censorship, if censorship must be.

For a number of years past there has been a disposition to look indulgently and indifferently at the efforts in Congress to enforce, via Federal law, what the crusaders fondly described as "truth-in-packaging" or "honest packaging." This complacency was not even disturbed when the Haugen Bill (taking its name from its author, the then-chairman of the Agricultural Committee of the U. S. House of Representatives) was approved by the lower house of Congress and only needed the concurrence of the Senate. The casual attitude of packagedom has been all the more remarkable, seeing as how this project in package regulation is what is known as an "administration measure."

By "administration measure," as the term is used at Washington, is meant a bill which is inspired by the executive branch of the Government. The bill may be drafted, tentatively, in one or another of the departments and introduced by a sympathetic congressman. Or, a department may just give the hint, leaving it to friendly members of Congress to fashion the bill. In any

event an administration measure is assured in advance, the endorsement of the executive arm, when, in accordance with custom, the bill, upon introduction in Congress, is referred to the appropriate committee which, in turn, passes it along to the department which would have jurisdiction, for analysis and recommendation.

The "Slack Pack" bill, as it is dubbed for short, was inspired by the Food and Drug Administration, which is that section of the Department of Agriculture which is charged with the enforcement of the U. S. Food and Drug Act. That this administration has been, over a period of years, dead set upon a reform of exaggeration in packaging explains how it happens that the deceptive package bill continues to boast the dignity of an "administration measure" as Congresses have come and gone. Given this attitude of determination at the regulatory headquarters, isn't it all the more strange that packagedom should have taken so mild an interest, until lately? Let us cast about, in passing, for the answer.

In the first place, be it understood, that the Deceptive Package Bill, if adopted as an amendment to the Food and Drug Act, would be applicable only to food packages and containers of medicinal or proprietary preparations. Even so, that seems to take in a pretty large slice of the packaging community. But, for some inexplicable reason, many, even of these packers, took it for granted that it would not apply to them. The proprietary industry, for example, has given comparatively slight heed to the possible consequences to its members of an era of "pure" packaging.

Investigation at first hand, for MODERN PACKAGING, indicates that the I-should-worry attitude, which has been so prevalent, is attributable, primarily, to an assumption by individual packagers that, so long as they were not guilty of under-filling or slack-packaging, they had nothing to fear from the proposed annex to the Food and Drug law. Admittedly, slack-filling is the least prevalent of the practices objected to. The trouble is that so many packagers who have clear consciences as to slack-filling have never paused to consider how sweeping and how intimate may be the application of the "deceptive" angle. Intentional slack-filling may be rare of occurrence and wholly indefensible. But how many packagers have grasped the significance of the

fact that there is a lack of separation in the proposed law between packaging that is "deceptive" with malice aforethought, and packaging that is harmlessly deceptive?

The slow arousal of the packaging world—even the foodstuffs and drug sections, which are immediately concerned—to the threat of package regulation is explained in further part by disbelief that the bill in Congress would ever pass both houses. Certainly the deliberation of the Senate encouraged a suspicion that the always difficult task of expanding the scope of the national pure food law was going to prove just a little too difficult in this instance. What operated, even more than Congressional sloth, to encourage skepticism in packaging circles was a seeming change of heart, at one stage, on the part of the Food Administration heads.

A couple of years ago there were signs that the cause of package regulation was to be shunted from the Department of Agriculture to another Governmental police agency. The Federal Trade Commission suddenly evidenced an active interest in the suppression of slack-filling. Outsiders assumed that this outburst in a new quarter was in accordance with mutual understandings on the part of the respective bureau staffs. The Trade Commission made a start with the spice trade, a group that had come under some fire of Federal criticism because a few of its members were accused of filling "window" containers only to the level of the top of the window. The Trade Commission, rather than issue autocratic orders, drew the spice marketers into a Trade Practice Conference. The outcome was the adoption by that trade of a set of standard container sizes, with agreed-upon minimum tolerances. The incident seemed to be the beginning of Governmental supervision on a new tack and packagers were ready to forget the whole bad dream of the regulatory big stick for packaging.

Latterly, lo and behold, the symptoms of a return to the old status of agitation. The Trade Commission has not pursued its advantage in working out compromises on packaging with other lines of trade. And the U. S. Food and Drug Administration, whether because of conceit with the alternative or for some other reason, is back on the doorstep of Congress with a renewal of its old plea for an extension of the Food and Drug Act which would operate to penalize as "misbranded" the packaging pranks which mislead unsophisticated observers as to the character and quantity of package contents. Representative Haugen tells MODERN PACKAGING that he will reintroduce the bill which has borne his name and he is sanguine that it will pass both houses in this Congress.

So much for the background of this long-drawn drama of compulsory puritanical packaging. Now for a climax that promises livelier action on the part of the packaging clan. A number of groups in the food and drug field are awakening to realization that, sooner or later, we are likely to have Governmental dictation

of package girth and stature. And some farsighted packagers, outside the food and drug field, are likewise alive to the fact that once package regulation is accomplished in the initial zone, there will be provided a precedent and incentive which will egg on the busy folks who will desire to canonize literal truth in packaging in other commodity lanes.

As a consequence of this fresh consciousness of a crisis in packaging, there is lately afoot—afoot simultaneously in several different quarters—a movement to modify and temper package regulation, if and when it comes. Specifically, this undertaking is a program to have Congress write into whatever measure may ultimately be enacted, provisions that will grant immunity from interference to that large and varied number of packages which might be denounced as "deceptive" under the strict letter of the law but which are, in all frankness, not "deceptive" according to the spirit of the law. In other words, here is a proposal to confer exemption upon packages or containers which are freakish or fanciful, enticing or extravagant—even boastful or exaggerating in implication, but which are none of these things out of any desire on the part of the packer to impose upon the customer or hold out on him in net content but merely with the intention of rendering the package decorative, ornamental, dramatic or stirring to the imagination.

The whole cause of better and more saleful packaging is involved in this organized effort to win official sanction and all-time recognition for "front" and "atmosphere" in packaging. For the sake of argument we may assume that the prime movers in the movement have their own immediate selfish reasons. The confectionery packager for one does not wish to be denied, on pain of conviction for deception, the right to use, in his high-grade candy boxes, the trays, paper cups, liners, separators, etc., which contribute so much to the investiture of the tempting contents but which do, maybe, "pad" slightly the external dimensions. And the cracker baker is incensed at a proposed ban on Noah's Ark designs and similar suggestive containers that, because of irregularity of outline, cannot be filled to the brim. But such individual contacts are by no means all there is, for packagedom at large, to this issue of latitude in package styling.

Fundamentally there is at stake the entire issue of the ethics, the morals and the legality of "front" in packaging. Even if Congress, in the end, balks at the idea of putting on Uncle Sam the big and difficult job of package censorship, yet will the discussion at the Capitol serve to turn the attention of the general public to the question of the proprieties in packaging solely for the sake of appearances. Many packers are satisfied in their own minds that their patrons are not misled nor deceived by frills and flourishes in packaging. From now on, however, it may be a case of proving that package glorification which is innocent in intent is likewise innocent in effect.

Two angles of the packager's right to take liberties in

package architecture are involved, aside from the obvious one of bidding for public attention by oddity in outline. One of these contacts is the challenge to gift packaging. The other is the threat to the practice of making of the package a recognizable trade mark (a trade mark in fact if not in name) for the package contents. Both of these capitalizations of package appearance may be more or less in jeopardy unless Congress can be persuaded to attach a rider setting forth that the prospective ban on fictional packaging has its fingers crossed in the case of package antics designed for a special purpose.

It is the general opinion of experts that truth-in-packaging, if rigidly enforced, would drive from the market all over-size gift boxes. Indeed, the whole technique of presenting as gift-packages, containers, such as miniature cedar chests, glove boxes, jewel cases, handkerchief holders, etc., that are to be permanently employed for a utilitarian purpose after the original contents have been consumed, would be upset by a taboo on "deceptive" packaging. Because, the very nature of most of these re-use or after-use containers precludes a skin-tight fit of original contents. No wonder the National Confectioners Association is to the forefront of the fight for safe and sane regulation of packages, if regulation it must be.

The package that performs a trade mark role requires a similar leniency in many an instance. Take, as an illustration, an outstanding example, the retail unit of Log Cabin Syrup. To fill completely a tin representation of a log cabin with all its slopes and angles is well nigh a physical impossibility. Nor can such a container automatically convey to the purchaser a conventional idea of the quantity of contents. But, what's the harm, ask the protestants, so long as the decorative or irregularly shaped container bears a label telling all who will take the trouble to read the precise amount delivered in terms of weight, measure or numerical count?

Congressman Haugen promises MODERN PACKAGING that careful consideration will be given to the amendment which will be proposed at the next session of Congress for the Deceptive Package and Slack-Filled Container Bill. One version of the amendment has been drafted by counsel for the Flavoring Extract Manufacturers Association. This draft would be to the effect that nothing in the contemplated law should be taken or understood to create any presumption of deception in the case of "ordinary decorative or irregularly shaped container." This proposed modification by the flavoring extract manufacturers goes on to stipulate the non-application of the law to bottles or containers which are packed in rectangular outer cartons or containers, "provided that such outer cartons or containers shall not be larger than necessary to hold the inner containers or bottles."

The National Confectioners' Association favors a somewhat different form of limiting amendment. This version would, first of all, qualify the scope of the proposed act so as to render it applicable only to packages

guilty of "evidence and intent to deceive." Secondly, the Confectioners' waiver would add a new section to the bill to read as follows: "The provisions of this Act shall not apply to containers or commodities in containers which from their nature, shape and appearance are primarily intended for display or decorative purposes, or for gifts which have intrinsic value other than their actual value as containers for the food products packed therein." Association officials feel that only by such an amendment may deserved consideration be shown the decorative or ornamental "art packages" which are made primarily for use as gifts—not to contain a certain amount of candy or other commodity, but to contain whatever amount may be conveniently packed therein.

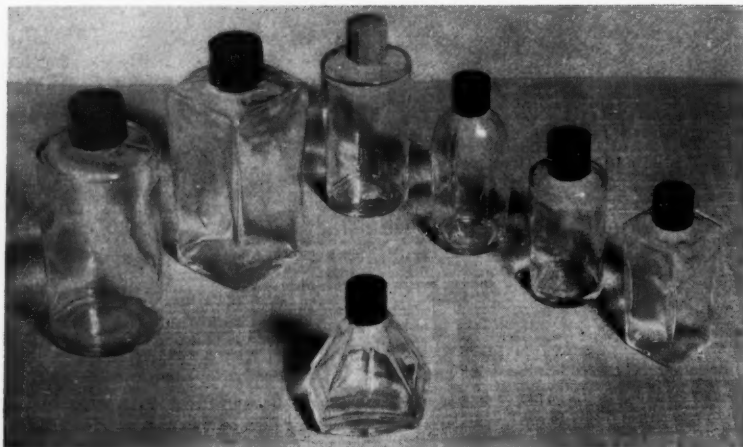
What is the attitude of the Government toward these proposals to officially wink at packages which strike a magnifying pose for the sake of "front" and nothing more? Chief W. G. Campbell of the Food and Drug Administration has answered the question quite frankly for MODERN PACKAGING. Said he: "I am not inclined to be sympathetic with the proposed amendments. Because I conceive the extreme difficulty of differentiating between fancifully shaped and decorative containers, and those which are obviously designed to, or at least have, the effect of misleading and deceiving the purchaser." He indicated, however, that he could appraise the projected amendments only when the exact terms are known. But his comment indicates that packagers who desire that Uncle Sam shall keep hands off fancifully shaped containers will have their work cut out for them this winter. The issue may hinge on such showing as can be made of just what the purchasing public expects from gift, decorative and display packages.

Striking silver and black counter display in which the Kurlash Co., Rochester, markets six of its eye-shadow compacts. The silver metal compacts nest in a cushion of black velvet. The drop leaf, which folds within the containers when closed, holds inserts, describing all Kurlash products, within easy reach of customers.



... In the Field of Synthetic Plastics

Right: Owens-Illinois Glass Company offers this attractive new line of bottles in a variety of shapes and sizes with closures of phenol resinoid in various colors. Photo, courtesy Bakelite Corporation.



Below: A symphony in simplicity are these containers for Jean Nolan Curling Fluid. The slender and graceful lines of the bottles are set off by long-skirt phenol resinoid closures and the harmonizing labels. Photo, courtesy of Durez.



Center right: A striking cold cream or cigarette container of phenol resinoid moulded by Norton Laboratories, Inc., whose beauty lies in its extreme simplicity. Comes in black and other colors as well as a combination of two colors.

Although the established style of the package wasn't changed, Harriet Hubbard Ayer, Inc., recently adopted a new closure for these manicure preparations. A black cellulose cap is used over a black phenol resinoid closure. Photo, courtesy Armstrong Cork Company.



A Clever Fishing Line Package

One of the most attractive as well as practical packages ever presented to the sporting goods trades is the



new Crandall's fishing line container, manufactured by the Ashaway Line & Twine Manufacturing Co., Ashaway, R. I., and shown in the accompanying illustration.

Made of orange and black phenol resinoid, and moulded by the Die Moulding Co., Canastota, New York, it strikes a note of simplicity rare in packages of this nature which, undoubtedly, will react in a most satisfactory manner on the sale of this product. The screw-on cover, inside base and center rim is in orange with the outside of the base in black. The label, pasted on the center of the cover, in no way detracts from the beauty of the package, being executed in the same colors.

An interesting feature, clearly visible in the illustration, is the opening in the base which permits an easy removal of the line from the box to the fisherman's reel.

Aside from its distinct attractiveness, this fishing line package has a utility value for the home as well as that particular fishing spot. It is likewise adaptable for many other uses.

Two Attractive Containers

Essentially manufactured for use as cigarette containers, the manufacturers of the two boxes shown in the accompanying illustrations, however, did not overlook their adaptability as containers for confectionery, cosmetic preparations and such. These unusually beautiful boxes, manufactured by the Star Case Company, New York, are cedar lined, leather covered and particularly fitting as accessories for the ultra modern room.

The container shown at the left is covered in black calf with appliquéd silver kid at the lower right corner and in the center of the cover. The one shown at the right is in a charming shade of blue crushed calf, with the knob, base and center tier of the cover in black.



Aside from the material used in their manufacture, the original construction of these containers makes them outstanding. The ingenious touches, such as the step covers, the irregular front and side edges of the oblong box, plus good judgment in design, stamp them as distinctly unique among this type of container.



Here, There and Everywhere - - -

One thing the designers of modern packages overlook is treatment which includes "how" the contents of the can, bottle or carton work. Is that "show it in action" idea a dodo, or is it merely smothered by a feverish desire for snappy lines and colors?

Of all commodities that enjoy a great demand, and yet struggle for a greater, none compares with cigarettes and chewing gum. The designs in use are either irrelevant or lacking in appeal. Yet we believe that the brand making use of a more attractive packing will almost at once increase its sales.

It seems to this scribe that the new "Bull Durham" campaign would achieve a greater success if the advertising were stimulated by the advent of a more attractive container.

Alas, the *ne plus ultra* of containers is not yet. When Cornell decided to test the edibility of Cellophane as "roughage" it looked as though this efficient age had at last hit upon a method by which contents and container could be eaten, but the latest reports indicate that the wrapper serves its purpose merely as a protection.

Since nobody brings up the subject—why not murmur a few words on the packaging possibility of clothing? (Packaging used in its sense of resale promotion matter.) A small attractive folder in the inside coat pocket of a business suit to further the future sale of sport clothes, or haberdashery—ad infinitum, ad lib., ad activity?

We wonder just how much the highball glasses with their marked-off levels "Camel"—"Monkey"—"Pig"—

"Ass"—contributed to the reverse idea "Find the bottom"—used in cereal bowls for urging youngsters to "eat it all" by Ralston Purina Company.

Milk bottle caps are said to be in use by refrigerator salesmen to reduce sales resistance. . . we always thought shakers were the most acceptable accessories!

If the battle between Beech Nut, Maxwell House and Chase and Sanborn continues to the point where their combined efforts really convince folks of the absolute necessity for "fresh" coffee, what's to prevent the grocers from capitalizing on it, and "grind the bean" as of yore, to emphasize "freshness" to its logical conclusion?

If "Vita-fresh," "Vacuum Packed" and "dated," as selling phrases, convince anyone but the executives who coined them, as to their persuasiveness, think how *real* a force could be exerted by a coffee packer who tackled the problem with an ingenious re-use container.

The more dough they knead—the more they get!—Bread-broadcasting introduces a form of wrap-around label used on bread, to carry the advertising of some other non-competitive product. A practical packaging idea. And—this form of baker's package-profit looks as though we have at last discovered a way to make loafing pay extra dividends.

We cannot understand why products with such romance in their names as, for instance, "Old English Floor Wax" fail to avail themselves of the name-appeal in designing their containers.

Nominated for one of the "early containers with character"—Log Cabin Maple Syrup.



Henry Heide, Inc., New York, have selected a most unique package for their new candy, "Praletta." Designed in the form of a pyramid to conform to the shape of the product, it is made of white cardboard and colorful with two diagonal bands in two shades of red. Embossed in gold are the floral and crown motifs on the top of the package as well as the company and product name. Praletta retails for ten cents and the package, considering the price range, is one worth high merit.



Toning Up Package Design with Modern Embossing

By Ann Di Pace

THE SCALE in variations of package dress leaves to the manufacturer of confectionery products a choice that runs the gamut of every conceivable packaging material at present in use. In previous articles, MODERN PACKAGING has presented to its readers confectionery packages that have adopted such materials as suede cloth paper, phenol resinoids, fancy decorative papers, papers that simulate expensive leather, varieties of woods, lithographed metal containers, transparent cellulose combined with fancy colored decorative papers as well as embossed paper covered packages.

The latter, perhaps because of the novelty of the newer materials, has suffered in popularity in what may almost be termed a considerable degree. Embossed packages have steadily been making their appearance but their merit has been almost entirely submerged beneath the avalanche comprising the younger group. Simplicity being the keynote of modern package design, manufacturers were in haste to discard those forms which tended toward the elaborate and ornate and, of which, a few years ago, embossing contributed its goodly share. And this was all done without a glance into the future.

In those early days before packaging played so influential a part in the merchandising of a commodity, scrolls and filigree, through the medium of embossing, were as much a part of the package as the customs of the time. And when successful research in the adaptability of other materials to packaging bore fruit in the finished product only a few manufacturers continued their efforts on behalf of the familiar, old-time embossed package.

That there is a place for this type of package, despite the wide variance in appearance and design as compared with recent presentations, is attested by the reproductions of embossed candy packages, shown in the illustration on this page, products of John C. Frohn, Boston, Mass. Both in design and embossing these packages represent good examples of what can be done with this type of work. They show the influence of modernism and constructive research and indicate the wide scope latent in present embossing methods for expression in design. That these modern methods, helped along by a furtherance of research, will open up vast possibilities that will usher in, (*Please turn to page 52*)



Reading from left to right: The product that was the cornerstone of The Borden Company in its present package dress; quart and pint cartons for bulk ice cream; cartons for brick ice cream in three sizes; the old and new cartons for sweet cream butter in 1/2-lb. size and two views of the present 1-lb. carton for butter. The package in the foreground shows the measuring scale included on the reverse side for the convenience of housewives

Package Trail Blazing

By D. E. A. Charlton

An interview with Stuart Peabody, General Advertising Manager, The Borden Company

AMONG THE ANNALS of packages no one name stands out more prominently than Borden's, for not only has The Borden Company been among the foremost of package pioneers but it has consistently improved each package for its products, incorporating therein the accepted principles of good design, consumer acceptance and, last but not least, convenience to the retailer. The story of Borden's packages is one which is closely allied to that of the steady growth of the company—the story of a successful package business.

In an exclusive interview with Stuart Peabody, general advertising manager of The Borden Company, several interesting facts were brought out, and these, together with the accompanying illustrations which show several of the packages, past and present, form an interesting summary of the company's activities in the production and use of packages.

Question: Does the use of packages extend to all of the products made or distributed by your company, Mr. Peabody?

Answer: Yes. In our packaging work we make use of several types of containers and other package materials such as labels, wrappings, closures, etc. Such variety can probably be best indicated by a list of our various products. For instance, in the group of manufactured products we have condensed milk, evaporated

milk, malted milk, powdered milk, mince meat and caramels. In the produce division: butter, poultry, eggs and cheese; in the fluid milk division—milk, cream, butter, eggs and orange juice; and in the ice cream division—ice cream and ices. All of these products are distributed in one form of package or another.

Question: Will you sketch, briefly, what we might term the sequence of packages as used by your company?

Answer: For the beginning of the story we go back to the year 1857 when Gail Borden, founder of the present company, invented the process of preserving milk and was the first also to place this product in tin cans for distribution. At that time the label used on the can carried the trade mark, still in use today, of the familiar eagle with outspread wings—the insignia of Eagle Brand. Then followed the production of other brands of evaporated milk which appeared under various marks and which, beginning in 1915, were brought under one mark—Borden's. At that time the label which has since served as a key or motive for subsequent packages was designed. This consists of two horizontal blue stripes, red trim on a white field, the eagle trade mark in red, and the registered name Borden's in white on the upper blue stripe. To conform to this basic design the other labels were changed.

Then followed a period of expansion, during which



Photos by Rehnquist

Catching slogans are a feature of these counter displays for Borden's cheese. They are striking, too, in their excellent choice of colors which are characteristic of the nationalities represented. These are distributed originally as unit cartons, the tops perforated to permit their use for display. At the right the 1-lb. package for cream caramels with its effective cover design and the 1/2-lb. package of Tip-Top caramels which employs transparent cellulose for the cover

time The Borden Company acquired ice cream, milk and cheese companies, all of which were using their own packages which bore individual brand or company names. Since then, our problem in packaging has been to start to standardize these designs so that eventually each of the products would be identified as a Borden product. In each group a plan of individualism has been followed, bringing out in every case accepted package principles to conform with considerations of the product, its markets and the form of distribution.

How this was accomplished is evident in a study of our various packages. The ice cream package, for instance, which we hope to make standard for this product, and which has been adopted for use by many of the acquired companies of the Borden organization, incorporates a basic design but includes dressing up. Butter packages, which were simple in version although somewhat cold, in their new dress adopt the basic design plus additional decoration or dressing.

The packages for cheese—there are five varieties made by the pasteurized process—embody the basic ideas of the Borden design. A classification by nationalities—such as American, German, Swiss, etc.—affords a convenient separation of these packages, so that to avoid similarity different arrangements of color stripes, each corresponding with the country represented, are

made use of in the display as applied to the individual packages as well as for the display containers. Such an arrangement permits ample latitude, and at the same time the entire group is presented as a unified line of packages.

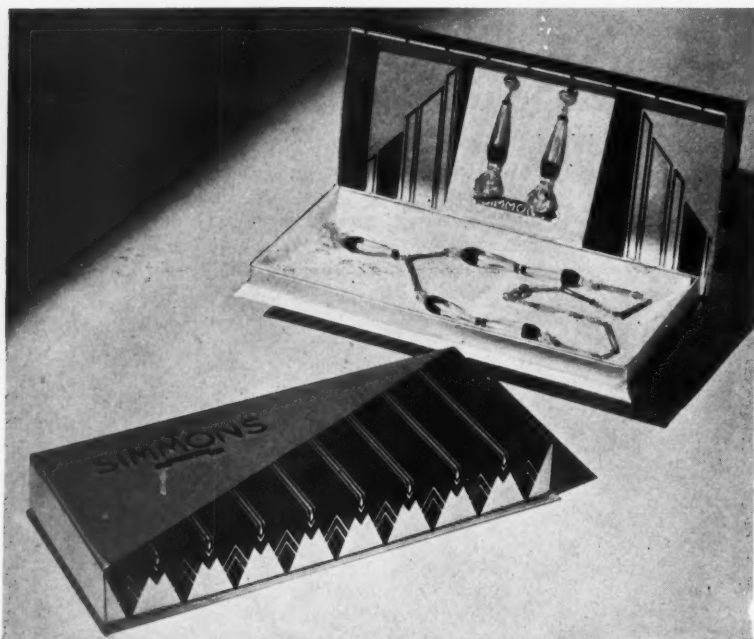
For eggs we are planning a standard design of carton, holding one dozen. For poultry, a sticker label of standard design is applied to the fowl. Caramels, furnished largely in bulk, are put up in 1/2-lb. and 2-lb. packages and glassine bags which likewise will carry the standard Borden design.

Question: In considering the selection of designs for the company's packages has any plan of research or analysis been followed?

Answer: Yes, our research has been extensive. We have studied every package used by our associated companies, and there are about one hundred and thirty of such. These have been reviewed from the standpoint of display effectiveness, mechanical and decorative design, brand designation, dealer and consumer convenience and preference and other considerations. We have also had the valuable assistance of Daniel B. Hassinger, package consultant, and of B. Vaughan Flannery, art director of Young & Rubicam, who are responsible for much of the creative effort in connection with our present designs (*Please turn to page 67*)

Standardization in Boxes for Costume Jewelry

The problem of competition as well as that of effective merchandising ideas on costume jewelry becomes more acute with the passage of months. Synonymous with this condition the consumer is daily becoming more package conscious. Costume jewelry manufacturers are taking advantage of this fact and restyling their lines to afford, through improved packaging



methods, greater display appeal for the product itself as it appears in jewelers' windows.

This problem with the R. F. Simmons Company, Attleboro, Mass., manufacturers of costume jewelry, was analyzed as being, primarily, of proper styling plus the added impetus of appropriate packaging. Standardization of container was one of the factors which

helped to solve the problem and as against a different sized box and pad for each of the various styles of necklaces manufactured last year, the company this year is using only six different packages. Two of these six are shown in the accompanying illustration.

The open package displays the device which completely solved the problem that confronted the Simmons company. This was the insertion of the little pendent drop pad hinged to stand up inside the lid. This feature is included in the containers for necklaces

and ear-drops and eliminated in those containers for necklaces only. The size of containers for both, however, is standard, as is the material used, the color scheme and design.

The latter are in keeping with current style notes and exert a powerful influence for eye-catching appeal. The scale design in black against the silver paper background is not only sophisticatedly smart but on the inside cover draws the line of vision to the ear-drops and necklace, creating a perfect back drop. The company name which appears in black and silver at the bottom of the hinged pad is also used in the center of the inside cover, thereby obtaining an identification and tie-up for the single necklaces.

Moire satin has been used throughout for the lining of the pads. Although less expensive than satin, the Simmons company felt that its use in this instance not only gave this

particular merchandise a more subtle beauty but was in more complete harmony with the design of the container.

This novel merchandising and packaging idea was created by the Perry Shepherd Company, the art division of the Cambridge Paper Box Company, Cambridge, Mass., who manufactured the boxes.

Chilson Offers Consulting Service

Francis Chilson, widely known consulting production and packaging engineer, has instituted a special group consulting service for smaller manufacturers whose annual sales are less than five hundred thousand dollars. This service has been eagerly welcomed by the trade because it gives the individual manufacturer unlimited technical assistance with all his chemical, manufacturing, packaging and general problems at extremely moderate fees made possible by the group rate.

It has long been recognized in the trade that a service of this kind was badly needed. The progress of the smaller manufacturer is retarded and his costs are unnecessarily high because he cannot afford to retain high

priced, well trained and experienced men as employees, nor can he retain the services of consulting experts every time technical problems arise. As a result he is constantly confronted with troublesome problems which sap his profits and hamper the growth of his business.

Realizing this need and being aware that the problems of non-competing manufacturers are in many cases identical, Mr. Chilson organized his service in such a fashion that each subscriber will be given the benefit of expert advice on his own particular problems.

It is interesting and significant to note that a number of large manufacturers have already subscribed to the plan to supplement the efforts of their own technical staffs by providing a fresh, unbiased, outside viewpoint.

Specific details may be obtained by writing Mr. Chilson in care of MODERN PACKAGING.



KIEFER **Meets Exacting** **Production Schedule for Campana**

IN the Campana Corporation's new plant, where the celebrated Campana's Italian Balm is manufactured, one of the essential requirements of every unit in the high-speed production line was dependability.

For bottling the product, Kiefer's Automatic Rotary Vacuum Filling Machine was installed because its performance in so many other plants insured proper handling of the work in the most economical way.

At a speed of over 100 bottles a minute, it fills every bottle with absolute accuracy and cleanly without mess or waste. Imperfect bottles are automatically rejected.

This machine is the last word in filling equipment and has proven so satisfactory that when increased production was necessary, naturally another Kiefer Rotary Vacuum Filling Machine was added.

Write for catalog describing this machine and other types of bottle filling equipment.

The Karl Kiefer Machine Company
Cincinnati, Ohio

London Office: C. S. duMont, Windsor House, Victoria St., London, S. W. 1, England

New Package Increases Pine Bros. Sales

Tests conducted in representative drug stores show that the new packaging of Pine Bros. Glycerine Tablets has stimulated sales to an unusual degree.

The method adopted was to place a new carton on the counter of one department and an old carton on the counter of another. Drug, candy and cigar counters were used. The positions were reversed semi-weekly for a period of two weeks. Then the number sold of

ton is in five colors but is standard for all flavors. From a manufacturing standpoint this makes a larger run so that the cost of a carton in several colors is little more than the cost of the old single color carton. The single package retains the characteristic color of the flavor. But, as the illustration shows, a more distinguished looking package has been achieved by the simple but effective use of the pine tree as suggested by Daniel B. Hassinger associated with Brown & Bailey Company.

The wax wrapping on the package has been replaced by moisture-proof transparent cellulose. This not



The Pine Bros. former package and display carton is shown at the left. Infinitely more attractive is the present one and not only from the design and color standpoints. The construction of the counter display carton gives this product more display value increasing, at the same time, the sales appeal of the new design

each style of packaging was carefully tallied. These tests were conducted in four cities. In no case did the new packaging fail to show a decided gain in sales. The smallest increase was 75 per cent; the greatest 400 per cent; the average 240 per cent. The accompanying illustration shows the old and new types of packages.

The old twelve-count carton was of one color, but a different one for each of the five flavors. The new car-

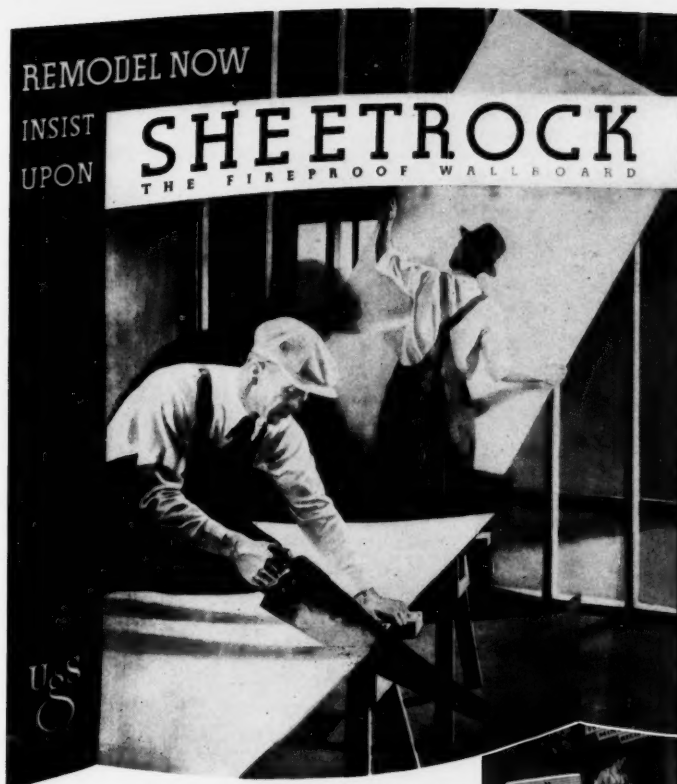
ton greatly improves the appearance but it is a guarantee that the tablets will reach the consumer as fresh as when packed. Moreover, dust and dirt do not gather on the transparent cellulose wrapped packages.

Sidney W. Edlund, president of Pine Bros., Inc., says that the test sales indicate the new packaging will stimulate sales far beyond the optimistic predictions of the designers and sales department of the company.

Heck Improves Package

The accompanying illustration shows the second step in the package redesign of Heck deodorant, a product of Heck-Conard Co., Kansas City. Some months ago a phenol resinoid closure was adopted and though it improved the appearance of the bottle, it was not sufficient to bring it entirely into the class of modern packaged products. The recent change is shown in the two bottles at the left. All the fol-de-rol has been left off the label and in its modern simplicity, the basic design gives distinction to the bottle, as well as harmonizing with the modern closure. Description and instructions are printed on the back of the label which are readily legible through the bottle even on the small size product. Photo courtesy of Durez.





Painted by E. Jacobson

This Sheetrock window trim, prepared for the U. S. Gypsum Co., for their dealer windows, is but one example of STEMAR'S ability to design and produce powerful selling arguments.

The complete STEMAR service includes window trims, cut-outs, counter cards, leaflets, moving displays, and patented package constructions.

We welcome the opportunity to work with interested executives. Just tell us about your products and merchandising plans. No obligation to you.

STEMAR
DISPLAYS CO.
 35 E. WACKER DRIVE
 CHICAGO

WINDOW DISPLAYS LEAFLETS CUT-OUTS

Our Hat is off to those executives whose seasoned experience enables them to judge the selling value of an idea. To this select group STEMAR DISPLAYS bring an enviable record as producers of displays that "click."



Modern Shipping Containers Designed for Shoelaces

For the first time in the history of the manufacture of shoelaces, modern methods have been adopted for their packaging, with an angle relating thereto significant for the cause of better packaging.

Shoelaces being distributed, as is commonly known, only through jobbing organizations for placement in retail outlets in dozen or gross lots, which are then sold in individual pairs at infrequent intervals, there seemed to be no opportunity to give this product an eye-catching appeal through the medium of modern packaging. Shoelaces have less possibilities for styling and merchandising than any other commodity in the



notion or novelty class and the recent innovation by the Hutmacher Braiding Company, Paterson, N. J., will, in all probability, pave the way for attention-getting, sales impelling merchandising ideas on other products in the same plight.

The illustration above shows the new packaging and display for Natural Tip shoelaces. The latter is for use on retail store counters and although the modernly designed container, which holds one dozen various colored shoelaces, as shown at the right, has not and could not be created for consumer appeal, this thought is none the less conveyed by its display on the card itself. The tie-up of the product and shipping container in its modern and colorful dress as displayed on the card creates the impression of a higher standard of production and the attractiveness of the box focuses attention to the product itself. This tie-up is acquired by fastening the arranged shoelace to the center of the display card and inserting the shipping box in the opening provided for that purpose.

These boxes, as designed and manufactured by the Dennison Manufacturing Company, come in two styles, one for rayon shoelaces, the other for pure silk. The former, shown at the right of the illustration, makes use of varying length bands in four tones of blue on a silver

background with the brand name in blue at the lower right corner of the box. That for the pure silk shoelaces shown inserted in the card is carried out in gold with a wide band in Japanese red, bias fashion, from one corner of the box to the other, the printing simulating Oriental lettering.

Hand Soap in Glass Jar

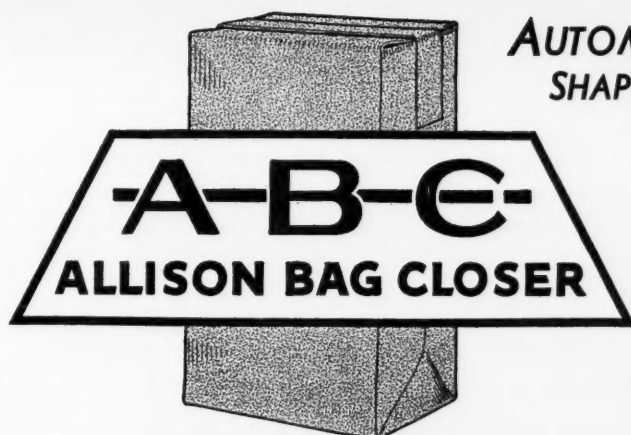
The White & Bagley Company, Worcester, Mass., has made a radical departure in the packaging of its mechanics' hand soap and is now marketing "Cleansum DeLuxe" in a glass jar. This is the first time, it is said, that a product of this nature has been packaged in this type of container.

The purpose of the company in adopting this method of packaging was to open up retail markets heretofore unattainable in its former package dress. The appeal of this product which has been packaged in friction top metal containers and directed only to mechanics and



distributed in hardware stores, automobile accessory shops and service stations, is now aimed at the housewife, who in many instances finds use for this type of cleanser. In the new container, Cleansum DeLuxe will find an outlet among drug, department, and chain stores and its improved appearance gives it a permanent place among other accessories in the bathroom.

The jar is approximately $3\frac{1}{2}$ in. by $2\frac{3}{4}$ in. and is sealed with an Anchor Amerseal cap which is particularly suitable for use with an abrasive product such as hand soap, inasmuch as it has no threads to rust or cement to the container finish. This cap has a small point contact and is easily removed or applied. The label has a silver base to harmonize with the cap and is printed in black and pink to blend with the flesh color of the contents.



AUTOMATICALLY
SHAPES, PACKS, FOLDS AND SEALS
PAPER BAGS WITH TAPE



**A MORE
 ATTRACTIVE
 PACKAGE**

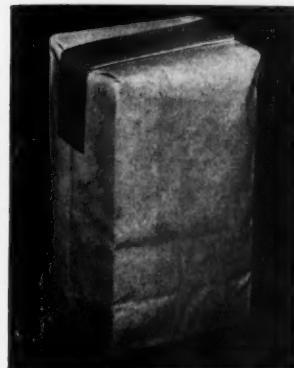
SPEEDS UP PRODUCTION — SAVES MONEY

The Allison Bag Closer is designed for automatically packing, folding (with triple fold), and sealing with gummed tape, either lined or single paper bags. Beginning, when the bags receive the net weights, the operation is continuously automatic as they are shaped, packed, folded, and sealed with a strong strip of gummed paper tape. Operating speed is up to 30 packages per minute. The finished bags are uniform in appearance and size, solidly packed, and are easy to handle and pack in cartons or large paper bags for shipment.

The practically airtight triple fold which is applied to the bag is pressed tightly against the top as the gummed paper tape is securely placed, and thus assures a "dustproof, strong seal" that guarantees original weight delivery to customer, and a neat, clean package.

Improve the appearance of your package by installing an A-B-C and, at the same time, greatly lower operating costs in your packing department.

The completed package, with the contents securely sealed inside with the triple fold, and a strong strip of gummed paper tape.



Investigate the possibilities of merchandising your product in an attractive paper bag, neatly sealed on an Allison Bag Closer. You will soon realize the advantages of a better package, at a much lower cost.

B.F. GUMP CO.

ESTABLISHED 1872

431 SOUTH CLINTON ST., CHICAGO

SALES REPRESENTATIVES

UNION BAG & PAPER CORP.

WOOLWORTH BUILDING

NEW YORK, N. Y.

NOVEMBER, 1931

51

Toning Up Package Designs with Modern Embossing

(Continued from page 43) or rather, reinstate an era of embossed containers, appears quite likely.

Conceded generally that the package plays a very, if not, the important part in the merchandising of products, the sales appeal of these particular packages lies in the beauty of their embossed designs. The process is in four color half-tone, plus gold and embossed, the gold, because of a special treatment, being of a very high lustre and more brilliant than is ordinarily seen on packages of this type.

Each of the five shown in the illustration is generously dressed up in this brilliant gold but executed in such complete harmony with the designs that its application cannot be considered too ornate. In two of the packages, gold has been employed as the background.

The package at the upper left is called the Outdoor package and in four panels reproduces a country stream scene, farm and countryside, a country road and a winter country scene. Along the sides of this box top, silhouette effects of fishing, hunting, skiing and bathing complete the harmony.

The package at lower left is the simplest of the five. Its contents being filled with nuts and fruits, and so labeled, reproductions of these products are beautifully embossed in natural colors, prominently standing out in relief through the solid gold background.

The Wonder candy package shown in the center of the illustration is more elaborate than the other four since the main decorative motif of gold embossing over a light blue background seems to gain more display value because of the four corner squares which, in color, indicate the products used in the manufacture of the candy.

The two packages at the right employ entirely different themes for their design which tie up with the name of the packages. Castles, spires and colorful gardens is the artist's interpretation of the Romance package at the upper right and in the lower, the more sophisticated subject of rare jewels is given delicate play by the prismatic design in the center of the cover. This is in delightful color tones ranging from black to corn yellow, and is repeated on the side of the cover with an enlargement of the tiny diamond squares that appear on the top.

Introducing a New Era in Cigarette Packages

(Continued from page 32) cigarettes have been packaged.

The general appearance of the new boxes is well shown in the accompanying illustration although this does not, of course, bring out the colors which contribute so impressively to their attractiveness. As may be seen, the composition of the designs is similar in each case, consisting of two-color panels, the embossed crests and the lettering designating each brand being in gold.

To describe these separately, King Condossis, which is a full-size, pure Turkish cigarette packed in set-up boxes of ten, fifty and one hundred cigarettes to retail at 25 cents, \$1.25 and \$2.50, respectively, makes use of blue and gray—a white line separating the panels. Prince Condossis a smaller size pure Turkish cigarette packed in boxes of ten, twenty, fifty and one hundred cigarettes retailing at 15 cents, 30 cents, 75 cents and \$1.50, respectively, uses vermillion and gray for the color panels. Count Condossis uses an orange and tan. This brand is the "Virginia blend" of the line, containing a combination of rare Turkish and domestic tobaccos, and packed in twenties and fifties, retailing at 20 cents and 50 cents, respectively. As may be seen from the illustration, the smaller size is packed in the pouch type of package.

Embossed metal foil over glassine paper is used as a loose lining to each box which is also wrapped in transparent cellulose, the latter accentuating the attractive color combinations and serving to protect the finish of the box as well as to keep the freshness of the cigarettes.

Credit for these designs belongs to Mark O'Dea of Mark O'Dea and Company who conceived the idea with its many refinements, unique features and effective combinations. As before stated, it is felt that this advance in the improvement of cigarette packages marks (if the pun may be pardoned) a progressive step that will receive general approbation.

A. D. Condossis, for many years a maker of high grade private brand cigarettes for clubs, hotels and individuals, is president of the company and also directly in charge of sales. Other officers who are actively connected with the business are G. Macculloch Miller, chairman of the board; U. L. Amoss, H. T. Triandafillou and W. H. Rendall, vice presidents. In distributing the new brands a unique plan of sampling has been followed, this consisting of the sending out of trial packages accompanied by formal invitations, engraved and filled in with the recipient's name (written by hand) to the socially prominent. The plan, initiated in Boston, is to be extended to other cities until the entire country is covered.



Simplified Practice recommendations R126-31, set-up boxes; R127-31, folding boxes, and R128-31, corrugated boxes, may be considered effective Dec. 1, 1931, according to an announcement of the division of simplified practice of the National Bureau of Standards. Signed acceptances have been received from a sufficient number of producers, distributors and users interested in these simplification programs to insure their general adoption.

These recommendations establish recommended sizes of boxes for packing department and specialty store merchandise. Their general adoption will result in reducing the variety of set-up boxes from 1084 sizes and types to 194; folding boxes from 262 to 59, and corrugated boxes from 325 to 75.



All Inclusive Service.

Your product needs labels, cartons, wrappers — with character and identity — that will operate smoothly in your production plant.

Your product needs store and counter display advertising that has sales power and colorful human appeal.

You need a *single* source of supply for all these materials — a house that can give you all-inclusive service — a house large enough, resourceful enough, and experienced enough, to keep a keen, practical eye on the proper way to pack and handle a thousand different items — a house with a rare sense of merchandising that puts human appeal into color-printing — a house that can co-ordinate all these materials into a well-organized selling plan.

"COLOR PRINTING HEADQUARTERS"

The United States Printing & Lithograph Co.

CINCINNATI
110 Beech St.

BROOKLYN
101 N. 3rd St.

BALTIMORE
28 Cross St.

NOVEMBER, 1931

53

Blue Seal Mayonnaise in New Package

With the introduction of a new jar for its Blue Seal Mayonnaise, Blue Seal Products, Inc., Chicago, stresses in all its advertising, the improvement in the new package and the advantages of its modern packaging. This phase in the merchandising of Blue Seal mayonnaise constitutes the keynote of present advertising campaigns.

The new squat container, shown in the accompanying illustration, is most convenient for table use. In design,



The shape alone of this container for mayonnaise calls forth consumer appeal

it is gracefully attractive and the wide mouth permits the easy insertion of a spoon or ladle. The label in green, red and black can be easily removed. The design of the label, and the use of transparent cellulose around the container increases the display value of this product on dealers' shelves.

Package Color Scheme Aids Campana Sales

(Continued from page 27) veyor to the labeler. Filled, capped, and labeled, the bottles next come to the carton which forms the carton, folds and inserts a piece of literature, and encloses the bottle, wrapped in the literature, in the completed carton. At the end of the line the finished cartons are conveyed to the packing table where they are cased for the shipping room.

So uniquely efficient is this production line that all of the four sizes of bottles, by accurate adjustability of the separate machines are, in turn, completely finished in one continuous operation on the same line of machines. Averaging better than 100 bottles per minute, eight hours per day, for five and one-half days per week during the production season, is no little job and the ease with which it is accomplished is remarkable.

It is the policy of the Campana Corporation to deal almost exclusively with wholesale jobbers or large retail organizations. This, however, does not relieve them of their advertising responsibilities for they carry on a remarkable sales campaign each season, and actually

Two-in-One Packaging

"Two-in-one" packaging, which is exactly what the product shown in the accompanying illustration is, not only reflects good packaging practice but far-reaching merchandising technique. This mystery flask, as it is subtly called, contains in separate vials within the flacon, two popular perfume odors from Renaud et Cie, Boston. The package which is an introductory



The elimination of a second flacon by this doubling-up packaging method has two sales appeals—convenience and availability of another odeur

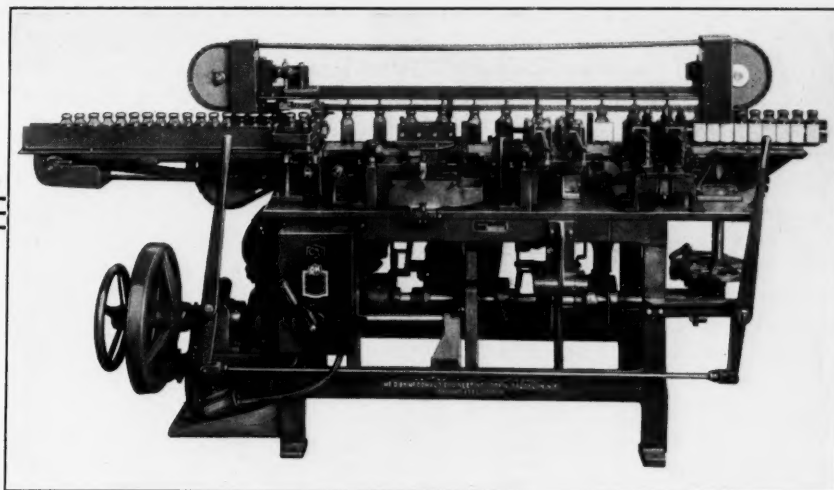
offer to the company's higher priced and more attractive numbers, is fascinating. Open one end of the flacon, which has aluminum closures, and you have Sweet Pea fragrance. Open the other end and you have Orchid.

Like the regular numbers from this company's line, this flask is packaged in a jewel case. The one shown is covered with Keratol in a pastel color and is made by the Dennison Manufacturing Co.

create the market for the product and the retailer. This is a noteworthy plan for the marketing operations of a single product organization. An advertising agency carries on the complete "news" advertising as well as the contracting of beautiful billboards for roadside posters. In addition to this advertising schedule, Campana establishes its name by N. B. C. radio advertising in a coast to coast broadcast every Saturday night, a sample bottle mailing list, and, above all, attractive, appealing, effective window display trims and set-ups.

The Campana Corporation, in addition to its Batavia plant, operates its own subsidiary manufacturing plant at Toronto, Ontario, Canada, from which are supplied the Canadian, British, and Australian markets. The familiar Campana trade mark is registered in all of the principal countries of the world.

Through all of the activities of this aggressive concern, the same striking color combination is followed, even down to the uniforms of the inspectors on the production line. Blue and yellow, together, are making for successful packaging and unusual salability.



No Detours on McDonald Labelers!

CAMPANA'S ITALIAN BALM makes no detours while being labeled on the McDonald Duplex. This machine labels both the round and rectangular bottles, passing them straight through at the rate of 120 bottles per minute.

A McDONALD LABELER, with its high-speed principle of labeling, was adopted by the CAMPANA CORPORATION because the executives knew it would keep pace with their 18-head filler and high-speed cartoning machine.

THE DUPLEX LABELER shown in above photograph, while labeling 120 bottles per minute (two at a time), has a normal machine speed of only 60 per minute, thereby maintaining the unusually fine quality of McDONALD label application.

Informative and interesting catalog gladly sent on request.



McDONALD
ENGINEERING CORP.

220 VARET STREET, BROOKLYN, N.Y.

LOS ANGELES LONDON CHICAGO
443 So. San Pedro St. Windsor House, Victoria St. S.W. 1112 Merchandise Mart

NOVEMBER, 1931

55

Packaging Window Display Attracts

"The general trend in modern packaging is toward the use of transparent cellulose wrappings." To exemplify this statement, an unusual and comprehensive exhibit was shown during the week of November 2nd in Philadelphia, occupying the huge show window of Gimbel Brothers at the corner of Eighth and Market Streets.

This display featured the uses of Sylphrap and Nymphrap, the transparent cellulose materials manufactured by the Sylvania Industrial Corporation of New York City. These materials in rolls, sheets, shavings and floss in various colors were used in the

operation with the Internal Revenue Department the window was licensed as Cigar Factory No. C-1318, First District of Pennsylvania, permitting Bobrow Bros., makers of "Bold" cigars to band, wrap and pack their product during the period of the display. The machines, manufactured respectively by the International Machinery Company of New York and the Package Machinery Company of Springfield, Mass., banded and wrapped 3600 cigars per hour, heat sealing the cigars in sanitary, air-tight, moisture-proof packages of Nymphrap.

All of the packages and materials shown were wrapped or re-wrapped in Sylphrap or Nymphrap, among these being the following products of Philadelphia companies: Bristol diced mints, Brandle &

Smith Company; Bubble chewing gum, By-Gum Company; stocking dolls, Frank Plotnick Company; window cords, trimmings, David Newman & Sons; stationery, Puritan Stationery Company; pajamas, Oberndorfer, Mayer and Monheit Company; assorted cookies, J. S. Ivins & Sons; candy, Minter Bros. In addition, the display included many other articles, purchasable in the store, wrapped in transparent cellulose. The display was the result of cooperation on the part of Gimbel Brothers and the several companies mentioned and was developed through the efforts of A. M. Farris, Philadelphia representative of Sylvania. Ellis Gimbel, president, and Emile Schmidt, display manager of Gimbel Bros., stated that they were well pleased with the interest shown by the public.



general decoration of the window as well as for wrapping all of the merchandise shown. A photograph of the company's plant at Fredericksburg, Va., together with large size illustrations of the trade marks of the two products, and samples of spruce wood pulp from which they are made were also shown.

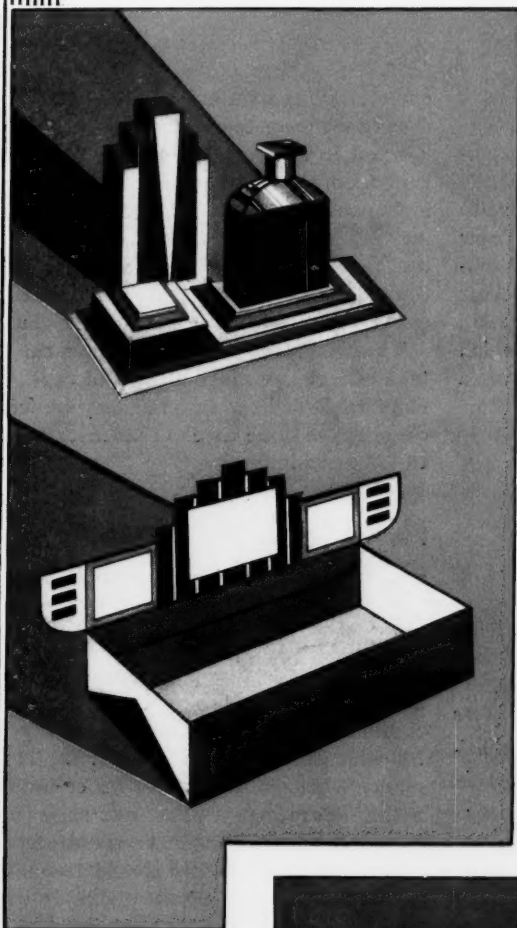
Attracting considerable attention in the window was the actual operation of a cigar banding machine and a cigar wrapping machine. In co-



Two views of display showing use of transparent cellulose wrappings as exhibited in store windows of Gimbel Brothers at Philadelphia, Pa.

WARNERCRAFT

THE FINEST WORD IN PACKAGING



ORIGINALITY in design from a completely equipped Designing Department, constantly creating packages in harmony with the trend and demand of modern times

QUALITY comparable to only the finest of craftsmanship—a result of years of constant developing of equipment and training of personnel

VALUE comparable to any due to the modern equipment and methods of manufacturing

SERVICE complete; whether a set up, folding, or molded plastic package—equipped to make the kind of package that your products demand, and to furnish service to our customers that will satisfy all the requirements necessary to meet the modern trend of merchandising—

These characteristics are the foundation of WARNERCRAFT'S organization, and are responsible for the many outstanding customers whose packaging needs WARNERCRAFT is handling daily to their entire satisfaction.

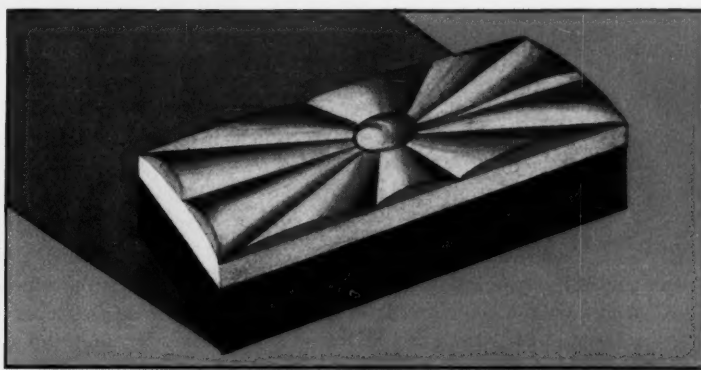
Why not let this organization, with its years of experience, work with you on your packaging problems? WARNERCRAFT is always at your service.

FANCY SET UP
PAPER BOXES

FOLDING
BOXES

MOLDED BOXES
& CONTAINERS

ARTISTS &
DESIGNERS ALWAYS
AT YOUR SERVICE



THE WARNER BROTHERS CO.
BRIDGEPORT CONN.

New York Office: 200 Madison Ave.

NOVEMBER, 1931

57

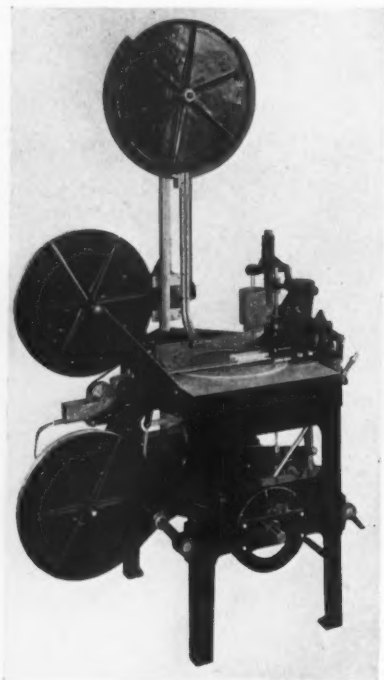
MACHINERY — SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

New Cap Washering Machine

To cut out disks from one or more kinds of liner materials, glue the liner materials together and insert the disk into a cap, and at the same time apply adhesive to the disk to fasten it into the cap, is the purpose of a new cap washering machine manufactured by the Consolidated Packaging Machinery Corporation, 1400 West Ave., Buffalo, N. Y.

The machine is provided with a cap sorter which automatically sorts the caps and feeds them down a



New cap washering machine which is adjustable for caps in any size range

chute to the table of the machine. The caps pass from the end of this chute into indentations in the periphery of a disk located on the table and having intermittent, rotary movement. The machine illustrated shows the arrangement for cutting the liner disk from two different kinds of material, the rolls of the liner material being mounted on the stands as shown at the left and led over suitable feed rolls to the machine.

One of the strips passes over glue rolls, and as it comes to the machine it is brought into contact with the

other strip and suitable pressure rolls cause the two strips to adhere together. The two strips united are now led to the punching station which is located over the edge of the disk carrying the caps to be lined. During a pause in the intermittent motion of the cap carrying disk, adhesive is inserted into the cap and a liner disk punched out and inserted in the cap; and the continued movement of the cap disk carries the lined cap out and discharges it into a suitable chute.

The machine is very compact and can be adjusted to take care of any range in sizes of caps. Either one or more kinds of liner material may be fed into the machine at the same time. This machine has a speed up to 175 per minute.


New Stitcher Adaptable to Wide Use

A new stitcher that not only operates on a novel mechanical principle which embodies simple and rugged stitcher construction but also includes a feature that is of vital importance to every user of stitching machines is announced by the New Jersey Wire Stitching Machine Company, Camden, N. J. This stitcher is in reality a simple, compact stitcher head in which the entire operating mechanism such as drive-shaft, clutch, pulley and motor are mounted.

If the user at any time should encounter any trouble with the stitcher, he may phone or wire the factory and a service unit will be forwarded, special delivery or shipped express. All that is necessary to detach the unit with the entire mechanism, as shown in the accompanying illustration, is to loosen four bolts. This eliminates all need for service or necessity of having any mechanical knowledge, and insures the user against loss of time should it be necessary to make any adjustment, as all this can be done in the factory.

The stitcher is said to have fewer parts than any other stitcher due to the newly patented principle of forming and driving a staple. The wire cannot jam in the head regardless of how kinked or curled it may be. Far higher operating speeds are possible. The standard speed is 340 staples per minute.

The unit is provided with bronze bushings for bearings. All shafts are hardened and ground. In addition to having oil retaining cups the housing itself is



Packages that tempt the appetite *wrapped in Cellophane on our machines . . .*

Here are packages that make you want to enjoy the good things they contain—*packages that sell!*

Thanks to modern wrapping machinery, outstanding packages such as these can be produced at a cost which permits the goods to be sold at popular prices—prices which build large volume and good profits.

When Cellophane was first introduced, we immediately took steps to provide the machinery to handle this remarkable material. Today our Cellophane wrapping machines are recognized as standard equipment because of their dependability, economy and the fine packages they produce.

We are constantly working with manufacturers to develop new and better forms of packaging. When you have a packaging problem—whether it be to wrap a new product, or to give an old product greater sales appeal—bring it to us. *Solving problems built our business.*

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts
New York Chicago Los Angeles
London: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

an oil reservoir, so that all moving parts run in a bath of oil. All parts are interchangeable and by changing dies a variety of sizes of wire may be used in the same machine. Due to the lightness and compactness of the unit it can be used to travel along a bar and stitch at the same time, or it may be mounted on a flexible shaft or extension to do nailing, tacking and sealing operations on all types of containers so the object to be stitched does not have to be brought to the machine.



New stitcher in which entire operating mechanism is mounted, permitting much higher operating speeds

The New Jersey unit is readily adaptable for use in conjunction with other automatic or already existing machines due to the ease in which it may be mounted and driven. Another important feature is that they may be mounted close together for multiple head stitching at close center distances.

In addition to being mounted on any type of machine or in any angle, it may also be mounted on a frame for use as an ordinary stitcher, as shown in one of the illustrations, or a bottom sealer at a great saving in initial cost and upkeep.

A Seal for Transparent Cellulose

One of the problems which has faced users of transparent cellulose as applied to packages has been to obtain a satisfactory method of sealing. For this purpose there have been offered various types of sealing tapes, adhesives and other compounds, all of which possess certain advantages.

Already established in the lacquer industry as an excellent solvent for nitro-cellulose, Methyl Cellosolve

(ethylene glycol monomethyl ether) has certain properties which are said to provide a satisfactory means of effecting a seal for moisture-proof transparent cellulose. A few drops of this compound, it is stated, applied to the edge to be sealed, softens the coating and the application of slight heat and pressure produces a seal almost as strong as the wrapping itself. The following advantages are claimed for this method: no glue pots to keep hot; compound does not become brittle with age; eliminates necessity of cleaning wrapping machines after every shut-down to prevent clogging of machinery by adhesive; free-flowing; colorless; practically odorless; non-gumming; non-corrosive and water soluble.

Methyl Cellosolve is successfully used by leading cigarette, cigar, candy and other manufacturers who are wrapping their products in moisture-proof transparent cellulose. Cellosolve is the registered trade mark of the Carbide and Carbon Chemicals Corporation—a unit of Union Carbide and Carbon Corporation—30 East 42nd St., New York, and 230 N. Michigan Ave., Chicago.

Trucks Move Collapsible Tubes

To prove that increases in railroad freight rates and other advances demanded by their reclassification could be overcome, the Peerless Tube Company made several test shipments of collapsible tubes, by truck, between Bloomfield, N. J., and Cleveland, Ohio. The results



One of the trucks in which were shipped collapsible tubes

showed the actual cost to be substantially under that proposed by the railroads, and the condition of the shipments upon arrival at their destination was also satisfactory.

The accompanying illustration shows one of the truckloads at the Bloomfield plant of the Peerless Tube Company. So far as is known, this is the first time that poster advertising of collapsible tubes has been used on the side of carriers.



The FELIX GIRARD COMPANY, Inc. *Red Cross Rat and Mouse Embalmers*



2013-18 FOURTH AVENUE, SO.
Minneapolis - Minn.
September 23, 1931

D. P. BOWEN, PRESIDENT

Stokes & Smith Company,
Summerdale Ave. Near Roosevelt Blvd.,
Philadelphia, Pennsylvania

Gentlemen: Attention: Mr. C. E. Schaeffer

Here is a photograph of an interesting installation of one of your Universal Filling Machines.

Most every manufacturer entertains the idea that the packing of his product presents peculiar problems, but there can be no doubt that the packing of Red Cross Rat & Mouse Embalmer offered an unusual puzzle.

A product of a poisonous nature - Finer in texture than the finest of face powders - Extremely heavy in density -- And expensive to the point that waste and over-weight must be given careful consideration.

During the more than thirty years that this item has been on the market, we have tried out various machines for packing the Embalmer with conspicuous lack of success - Until we called upon you folks a couple of years ago to help us.

You shipped us a Universal Filler and then you sent to us a mechanical Artist, which you label "Service Man". This man recognized our need and proceeded to take care of it. He actually invented the sift-proof gate, shown in the picture, made it and installed it right on the job.

We are informed that you now make a gate patterned after ours and furnish it where sifting causes trouble.

Your machine is excellent, your service is more than excellent and your interest in your equipment years after it is sold, is very gratifying in these days of Sell and Run.

We might also point out that we have not had one dollar's worth of repairs during two years of steady usage.

Sincerely yours,

THE FELIX GIRARD COMPANY

BY D. P. Bowen

DPB-NON



**"Until we called upon you folks
a couple of years ago"**

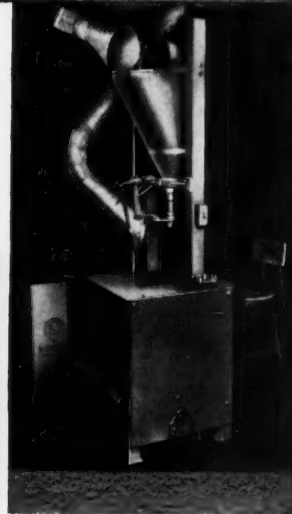
The letter reproduced above is an unsolicited testimonial. Hundreds of Stokes & Smith customers write similar letters every year. Their filling problems vary, but Stokes & Smith Company feels that these letters are convincing proof that the high efficiency of their Universal Filler never varies - regardless of any trial to which it may be put.

STOKES & SMITH COMPANY

Filling Machines Carton Sealing Machines
Wrapping Machines

FRANKFORD, PHILADELPHIA, PA.

British Office: 23, Goswell Road, London, E. C. 1



Aluminum Foil Caps for Milk Bottle Tops

Dozens of varieties of milk bottle caps have been placed on the market within the past few years. Most of these have been made from cardboard, treated in various ways. More recently, metal caps have made their appearance. Each cap stresses its own particular combination of desirable characteristics, most important among which are sanitation, low cost, ease of removal and replacement, and attractive appearance.

An interesting development in bottle cap manufacturing, along slightly different lines than those followed in the past, is seen in an aluminum foil cap recently introduced by the Aluminum Seal Company, New Kensington, Pa. This unique cap is cut from a sterilized roll of medium gage aluminum foil. A patented machine cuts the cap, forms it to the proper shape, embosses it with the name of the plant and the product and fits it snugly over the top of the filled bottle. The entire process from foil roll to bottle top is said to take less than a second and a half for each cap.

The embossing is done with plates, into which fit smaller plates that may be changed at will, for instance, for the insertion of a new date or a new name. The capping and filling machines are synchronized, making the operations continuous.

This capping machine is, in substantial measure, an adaptation of the aluminum cappers used in other branches of the food industry for the past 20 years, modified to permit the use of foil instead of the customary sheet.

The new cap cannot be removed without detection. The cap is pressed into place by machine, more smoothly than could possibly be done by human hand. The skirt is fitted over lugs encircling the outer surface of the bottle lip. The cap completely covers the portion of the bottle which comes in contact with the milk in pouring, offering maximum protection against contamination. The twist of the hand which removes the cap destroys its smoothness without impairing the usefulness of the cap. Thus, though the housewife has no difficulty in removing and replacing

the cap, meddlers cannot tamper with it without leaving evidence.

Since the "Alseco" cap, as the new cap is called, only engages the outer surface of the bottle top, the interior of the bottle neck is made streamline, with neither ridge nor indentation.

Progressive dairymen are giving more and more attention to the appearance of their bottles and caps. With dairy competition keen as it is today, milk dealers find it profitable to "dress up" their products and sell them in attractive containers that reflect in appearance the quality of the product they carry.

Terminating Infestation in Foodstuffs

A service which is said to positively terminate infestation in foodstuffs and which is available to warehouses and independent manufacturers in their own plants, is announced by the Guardite Corporation, 307 North Michigan Ave., Chicago, Ill.

The service includes the application of an inert gas, known as Guardite, to packaged goods. Due to the positive and deadly action of the chemical, even though infestation may have begun, it will terminate at once, is the claim for the process. A composite sample of each shipment received at any Guardite warehouse is sent at once to the laboratory for report and subsequently vigilant inspection is made at frequent intervals to eliminate possible chance of reinfestation. Guardite is also available on a tonnage basis for growers, packers, shellers and manufacturers in their own plants in the event of warehouses not being used.



Billowpak, the corrugated crepe wadding manufactured by the Kimberly-Clark Corporation, is now provided with a facing of transparent cellulose in various colors. This material has had a wide acceptance for package liners, enhancing the beauty of the products and protecting them from damage, and is also extensively used for window displays. Billowpak continues to be available in solid colors, in rainbow design or with gold and silver foil facings.



The new aluminum foil cap for milk bottles which cannot be removed without detection and offers maximum protection against contamination

BEAUTY

The eye rests longer on that which is beautiful Yet beauty is only by comparison. How does your package compare with others are the colors as true, as lasting as vivid and attractive? Heekin has achieved a lasting reputation for lithographing on metal. No matter the design of your package it is reproduced faithfully exactly. May we serve you?



HEEKIN CANS

THE HEEKIN CAN CO. CINCINNATI, O.

"How much will it cost?"

● "How much will it cost?" "How do you work?" We keep getting these queries right along from manufacturers who want ideas and art work and yet are afraid of what they will cost.

There are many good business men who would be glad to have help in their packaging who hesitate to employ us because of the preliminary cost. We are not anxious to compete with our friends who submit rough sketches and ideas FREE. This is but bait. The man who works for nothing is generally worth just that much. One who pretends to work for nothing but gets even by "tacking on to the finish" is the highest priced man in the business. Artemus Ward once remarked: "All that I ever got for nothing was a black eye from a fellow whose toes I hadn't stepped on."

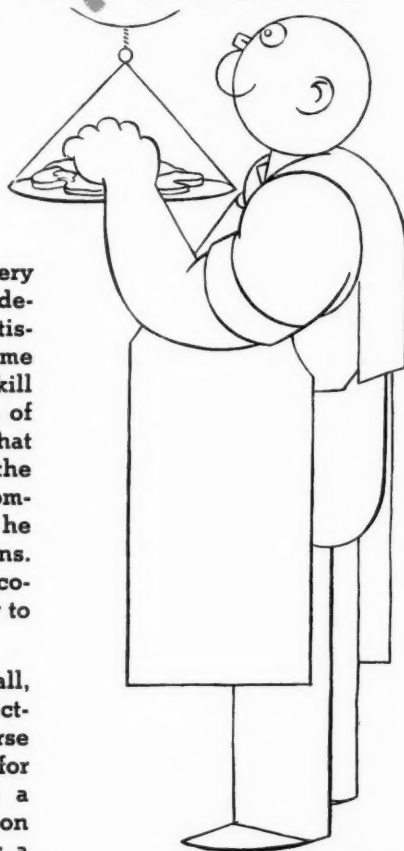
In submitting our idea suggestions, we don't see how we can "compete" in price. There is no market price for such things. How can you estimate an idea? It cannot be weighed upon the scales like ham...nor measured with a yardstick like gingham...nor put up in packages by Mr. Graham, the Wise-Cracker.

When a man goes out to buy

an efficient piece of machinery for the plant he pays an adequate price for it and feels satisfied. Yet often when the same man, requiring specialized skill that will increase the sales of his merchandise, discovers that the price he must pay for the most capable brains is commensurate with its worth he registers immediate objections. Of a sudden he practices economy he would never apply to a machine.

Of course, you want, first of all, not to waste money on ineffective packages. Equally of course you don't want to pay a lot for fine effective work. Learn a lesson from the blind man on the corner. He never takes a step until his stick has gone "tap! tap!" and he knows where he's going.

We are artists. With ideas. We express the personality of merchandise in terms of design, through the form of a package, the color of a label. We make THE IDEA, not art, the attention getter. We use paper, glass, metal and plastic material merely as vehicles to carry a selling idea; shaping and coloring wares to please the sharpened esthetic taste of today's buying public. A bottle, a can, a pack-



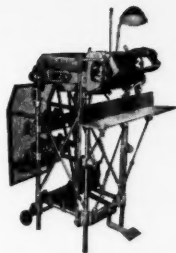
age must be sold at "so much." That's the practical side. We always remember that, we never forget it.

Our work is priced to give all we can for the money, not to get all we can of your money. Do not assume that the high quality of our work must of necessity be expensive. Many people who once thought so have changed their minds and are glad they did. (Names on request) It costs nothing to find out what we can do...and little to have us do it.

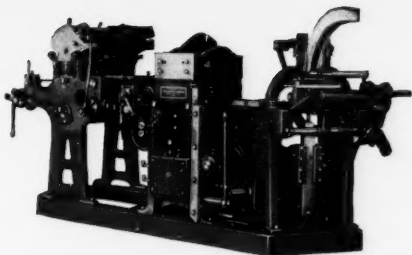
MARTIN ULLMAN

250 PARK AVENUE • NEW YORK • ELdorado 5-6967

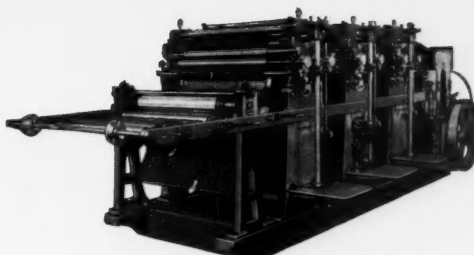
● Offering you unbiased advice on methods of packaging. We do no manufacturing. Our service embraces the planning of products, the physical construction of packages, designing of trademarks, labels and packages, selection of shape, color and materials.



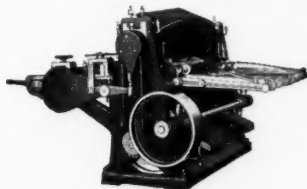
**Paper Bag
Sealer**



**One-Color Automatic Paperboard
Container Machine**



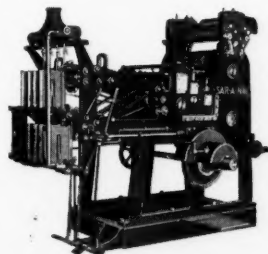
**Automatic Three-Color Printing
and Blanking Press**



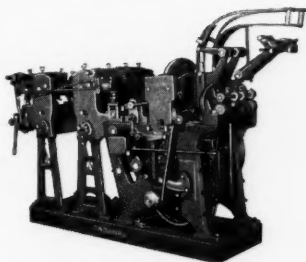
**Automatic Feed
Blanking Press**



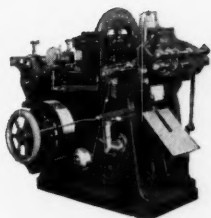
**Fibre Container
Stitcher**



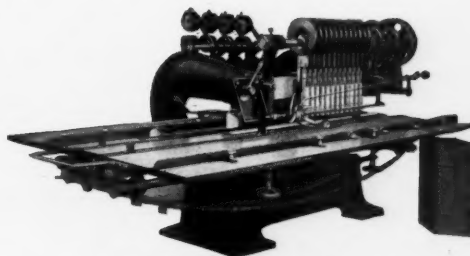
**All-Rotary Press for Printing,
Slitting, Cutting, Creasing
and Stacking or Rewinding**



**Two-Color Automatic Paper-
board Container Machine**



**Automatic Paperboard
Container Machine**



Automatic Fibre Container Stapler

It might be done better if you used *Wire Staples*

Think over the daily operations in your plant. There is probably something that could be done better if you used wire staples. It is true that there are a million uses for the wire staple, and Saranac has developed machines to take care of all of them. There are over four hundred distinct machines in the Saranac standard line—and if none of these suits your special work, a simple adaptation by our experienced engineers can quickly provide one.

The continued trend toward less and lighter materials in the fabrication of packages is daily proving the value of the staple as a most important factor in the most up-to-date plants.

No manufacturer can afford to overlook the growing importance of wire staples—and no manufacturer who takes pride in producing an exceptional line himself can fail to recognize that Saranac has achieved nation-wide prominence by the same method.

Our stapling machines are our pride. But we do not stop in the work of designing and perfecting still more efficient and economical units to bring our customers even greater satisfaction. If any problem of yours concerns stapling, there is no better way to solve it than to use the accumulated experience of the corps of Saranac engineers.

SARANAC MACHINE COMPANY

STAPLING and PACKAGE MAKING MACHINES
FOR WOODEN, VENEER, PLYWOOD, FIBRE and PAPERBOARD CONTAINERS
SPECIAL MACHINERY
BENTON HARBOR, MICHIGAN, U. S. A.

AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

WHAT IS A BARGAIN?

Is it paying less for an inferior product, or is it not rather obtaining full value for your dollar? In this latter sense all



ADHESIVES

are bargains. They not only afford full value from every angle, but also because of their uniform quality, they assure the uninterrupted maintenance of production schedules.

NATIONAL ADHESIVES CORPORATION

Home Office—820 Greenwich St., New York

1940 Carroll Ave., Chicago—883 Bryant St., San Francisco
15 Elkins St., Boston—1305 Germantown Ave., Philadelphia

WORLD'S LARGEST PRODUCER
OF ADHESIVES

Sales Offices in all principal cities

Gauging Package Redesign

(Continued from page 36) battery, which forms the case itself, the snapping cover and, third, the lamp. To facilitate the refilling operation, at the upper right of the snapping device on the new models are finger or thumb grips which when pressed, release the top mechanism, making it easy to remove the bulb and cover from the case.

In place of the satin-finish container of last year, the present line is finished in a highly glossed or enamel metal effect, similar to vanity cases and compacts, tying them up more closely with the novelty gift and jewelry field which was the object of the company and designers when the 1930 Snaplites were designed.

Another improvement that has been effected is in the display of these flashlights. Complaints of pilferage, because of the attractiveness of the 1930 Snaplites, were so numerous, the ingenious display stand shown in the illustration was constructed by the Stemar Displays Co., Chicago. Its novel point as built and patented by the American Carton Corp., Chicago, is its theft-proof feature. Although giving complete display value to the product, and still keeping the open display principle, the new Snaplites cannot be easily removed from the front. A slot at the bottom of each row of Snaplites at the back of the display stand permits their removal by raising the row and with a pushing forward and raising motion of the finger, the bottom flashlight is taken out from the front. The remaining flashlights then automatically fall into position.

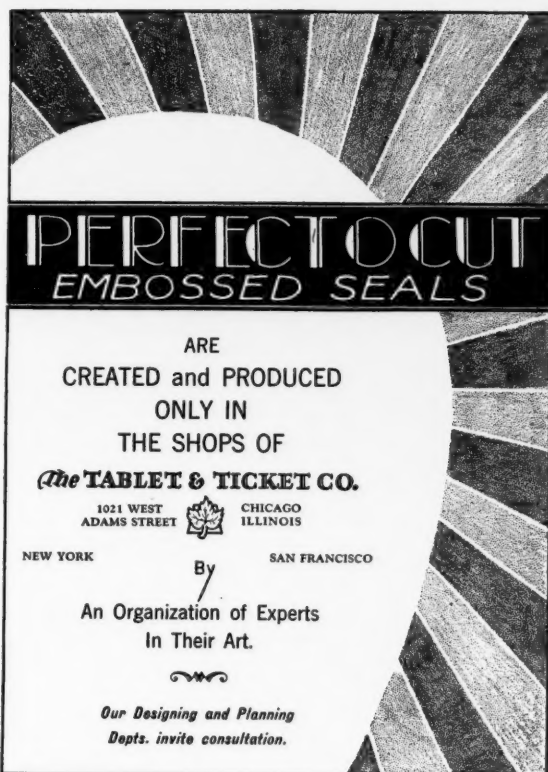
The display stand also has been much improved through simplicity of design and colors. Unlike last year's display container which by its rays of light drew the eye prominently to the display card itself, the new container with its neutral color background, strikingly permits the design of the flashlight to stand out in relief.

Both the display container and redesigned flashlights have effected a considerable savings in production because of the elimination of the numerous colors used in last year's line. As a result, the price of the new Snaplites has been reduced from thirty-nine cents to thirty cents.

The Package Design Corporation, in collaboration with the executives of the Burgess company, is responsible for the remarkable results obtained through this radical step in the merchandising and redesigning of this product.

Snaplite is not in a true sense a package. Nevertheless, due to its physical construction and merchandising plan, it can be called such. It possesses all the requirements from a design standpoint that must be met by a good package, forming in itself its own package. In fact, insofar as appealing to the public is concerned, the requirements in this case are even more stringent. Aside from its utilitarian value, a product of this type is bought purely on the basis of appeal to taste.

Much store is laid in the reports that will be forthcoming on the 1931 Snaplites and on this the basis of next year's style campaign will be laid.



PERFECTO CUT
EMBOSSSED SEALS

ARE
CREATED and PRODUCED
ONLY IN
THE SHOPS OF
The TABLET & TICKET CO.
1021 WEST ADAMS STREET CHICAGO ILLINOIS
NEW YORK By SAN FRANCISCO
An Organization of Experts
In Their Art.
*Our Designing and Planning
Depts. invite consultation.*

Package Trail Blazing

(Continued from page 45) and their standardization or extension to each and all of the products we distribute.

Question: In adopting designs for your packages what individuals or groups within your company are consulted for decisions?

Answer: Our advertising and sales departments decide on the display effectiveness and consumer acceptance of the designs; the purchasing department on the economy of the production and the quality of designs; the production department on the practicability of the designs as applied to the output of finished packages, and the legal department as to patent trade mark protection and other legal requirements. From this it will be seen that before the packages are placed on the market they must receive the approval of the departments mentioned—a coordinate effort which we believe is essential to any successful package.

The accompanying illustrations with their captions amplify the information supplied by Mr. Peabody and present an interesting story that points out the importance which this outstanding company places on the design and display value of their packages. In offering to the public a wide group of food products, an excellent opportunity has existed to effect the complete relationship of each product to all the others—and this opportunity has indeed been well carried out as the packages on pages 44 and 45 illustrate.

100%
SALES INCREASE
REPORTED BY
POINT-OF-PURCHASE
ADVERTISERS...



Get your Product
**OUT IN
FRONT**

HERE is the nearest possible approach to controlling display of your product at the point of sale. By supplying a well-stocked, efficient display, you make it possible for the retailer to keep your brand in sight of the customer without allowing one cent discount for store locations . . . it enables you to establish a minimum size dealer order . . . increase sales to dealers . . . increase sales for dealers. Place advertising *where* and *when* you need it most.

Deluxe merchandise displays of the type illustrated here are designed to meet individual merchandising problems, and built of steel at a remarkably low cost. Tell us what you have to sell and our specialists will show you how you can accomplish it best. There is no obligation. Write for suggestions.

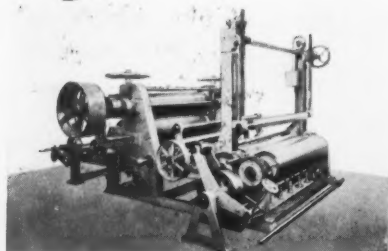
Address Dept. C.

SOMMERS BROS. APPLIANCE CO.
SAGINAW - MICHIGAN

ADVERTISING WHEN AND WHERE
YOU NEED IT MOST

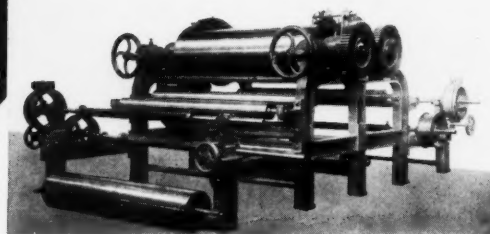
Improve Your Product With Waldron

PRINTING - EMBOSSING PASTING and COMBINING MACHINES



Waldron Type 4585 Embosser—equipped with drum winder, slitters and spreader—compactly assembled for efficient operation.

Write
for
Literature



Waldron Pasting and Combining Machine—an important factor in speeding up converting operations.

TO overcome production troubles and processing problems; to increase output and reduce unit costs—look to Waldron for the equipment to meet your particular requirements. Our engineering advisory service is at your command.

JOHN WALDRON CORPORATION

MAIN OFFICE AND WORKS, NEW BRUNSWICK, N. J.

CHICAGO

NEW YORK

PORTLAND, ORE.

Trade Literature

◆ TUBE FILLING EQUIPMENT

THE CINCINNATI Tube Filler and Closer is illustrated and described in an 8-page booklet issued by the manufacturer, the KARL KIEFER MACHINE COMPANY, Cincinnati, Ohio. Testimonial letters from users, illustrations of actual tubes and a condensed summary of comparative costs of operation are also included in this booklet.

◆ FILLING EQUIPMENT

SPECIFICATIONS for the American Universal Filling Machine are included in a folder recently published by STOKES & SMITH COMPANY, Philadelphia, Pa., under the title "Greater Package Profits Come from Lower Filling Costs." The machine is illustrated, together with several of the packages that are filled by it.

◆ SPECIAL MACHINERY

SPECIAL PRODUCTION MACHINES, a division of PNEUMATIC SCALE CORPORATION, LTD., Norfolk Downs, Mass., issue a recent bulletin describing some of the manufacturing problems that have been solved through the design and manufacture of special equipment produced by this company.

◆ BOX COVERINGS

THE NEWEST number in the Multicolor line of HAMPDEN GLAZED PAPER & CARD Co., Holyoke, Mass., is a decidedly modernistic interpretation of the coming holiday spirit. Comes in a stripe and block design in red, green, blue and gold.

THE LAFAYETTE LINE from CHAS. W. WILLIAMS & Co., INC., 303 Lafayette St., New York, include some delightful pastel shades. There are 10 numbers in a linen finish and nine in an

antique finish all solid colors. Other numbers are striking with a gold vein design on solid backgrounds, a stipple design in a combination of two colors as well as two shades of one color and a most attractive simple and modern motif against a lighter background of the same hue.

PHANTOM RADIANT, from the HAZEN PAPER COMPANY, Holyoke, Mass., is an exquisite line of pastel colored papers indicating the trend toward subtle toned effects. Four series, comprising six numbers in each, are embossed. The plain finished series, also, is comprised of six numbers.

THE HOLLYTONE LINE of CHAS. W. WILLIAMS & Co., INC., carries the spirit of Christmas in its thirteen lithographed numbers. They are most effective in their conventional motifs executed with a modern touch. There are also five numbers for the kiddies, exquisitely done with all the toys of playland and characters of children's tales as the subjects. These are lithographed and roll print. The De Luxe edition of the Hollytone line in roll print has two designs, the Poinsettia and Pine Tree in vivid, gay colors eminently appropriate for the holiday season.

TWO NEW and attractive embossings are now available in the Multicolor Velumets from A. M. COLLINS MANUFACTURING Co., 1518 Walnut St., Phila. Each are in six standard pastel colors.

HAZEN PAPER COMPANY, Holyoke, Mass., has added a most unique number to its Mayfair line. This is called the check design and comes in nine colors, ranging from pastels to a light red and subdued brown.

THE DISTRICT OF COLUMBIA PAPER MANUFACTURING Co., Washington, D. C., has added two new lines to its velour papers, Novelty Velour, in six numbers and Gardenia velour in three numbers. The colors are green, red, blue, beige, rose and orchid.

IT COSTS LESS TO USE BURT LABELERS



THAT'S what you will be told, not only once or twice, but many, many times, if you ask those manufacturers who are using Burt Labelers.

And you will find them almost everywhere, from one end of the country to the other.

It costs less to use Burt Labelers because they do the work quickly, economically, perfectly.

Any round containers, whether of tin, glass or fibre, are handled with a most gratifying speed on Burt Labelers.

As specialists in the manufacture of labeling machines for over thirty-one years, we can aid you with your labeling problems.

You have nothing to lose consulting us. You may have much to gain.

BURT MACHINE CO.
MAIN OFFICE AND PLANT
BALTIMORE, MD.
SALES OFFICES: New York, Chicago,
San Francisco

Put Your Product On the Firing Line

Here's How!

Let a Union Display Stand or Rack make your product shout to customers, "Here I am!" Individual display of this kind is like a friendly hand reaching out to place your merchandise in the arms of the ultimate consumer. You can hardly count on a retailer or his clerk to do that, but they will use a Union Display Stand.

Many articles sell best in a jumbled display. Customers do not hesitate to pick up a bar of soap, candy, a bag of coffee, or whatever is so informally offered. It's so easy. Wire Display Stands give a clear unobstructed view. The result, of course, is increased sales, —particularly the ever sought for "plus profits." There are several dozen types of Union Display Stands for as many different articles. If none of these is suited to *your* product, one can be made. When offered free or at cost to your trade outlets, these will create more favorable dealer acceptance by which both you and your dealers will share the profits of increased sales. The coupon will bring complete information and illustrated folder.



This illustrates a Union general utility Package Bin with Rack above. Measures 15" x 15" x 12" deep. 24" high in front—30" in back. A larger size is 15" x 22" x 12" deep. Any kind of rack and sign may be arranged above these baskets. Made of heavy steel wire, unobstructive to displayed goods. Welded construction.

UNION STEEL PRODUCTS Co.

521 Berrien St.,

Albion, Mich.

UNION STEEL PRODUCTS Co.,
521 Berrien Street, Albion, Mich.

- ☐ Please send me complete information and descriptive folder on Union Display Stands and Racks.
- ☐ Please have your representative call to discuss the possibilities of displaying our product.

Name.....

Firm.....

Address.....

City..... State.....

MP 11-31

UNION Collapsible Wire
DISPLAY RACKS



for
LABELING
WRAPPING
and CARTON
SEALING



We specialize in
**COLD ODORLESS
ADHESIVES**

for sealing Cellophane, Sylphrap and
other transparent cellulose products,
plain or moistureproof

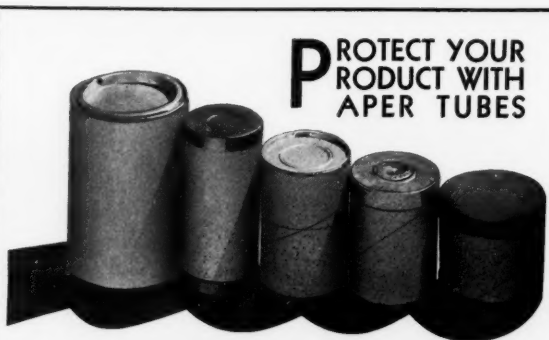
- for joining to glassine and to wax
paper
- making window box cartons
- fabricating bags and tubes
- attaching separate end seals.

Also Pastes and Gums for automatic
packaging machine operation.

*Our laboratory service is available to
you for solving adhesive problems*

WORKING SAMPLES SENT
ON REQUEST

**WILLIAMSON
GLUE AND GUM WORKS**
2320 W. 18th St., Chicago, Ill.



PROTECT YOUR
PRODUCT WITH
ADHESIVE TUBES

MAKE sure that your product
reaches its destination intact and
unmarred. It can be done very easily
and economically with Cleveland Tubes,
Cores and Containers. The sizes range
from 1/8" inside diameter to 20". Let
us have your product and we'll mail it
back to you—Cleveland-protected—
with prices and specifications.

CLEVELAND CONTAINER CO.
10421 BERE A ROAD, CLEVELAND, OHIO
Plants: Cleveland — Philadelphia — Detroit — Hoboken

Specify

*Gaylord
Liners*

WHEN ORDERING
**CORRUGATED OR SOLID FIBRE
BOXES**

ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS



ON THE OCEAN FRONT

The Breakers ATLANTIC CITY N.J.

Extraordinary Reduction in Rates

As Low As

Without Meals	With Meals
\$ 2.50 Daily per Person	\$ 6.00 Daily per Person
\$35.00 Up Weekly for 2	\$85.00 Up Weekly for 2

American or European Plan
Hot and Cold Sea Water in All Baths
Complete Garage Facilities



BEN BERNIE

and his orchestra, is back
again for the Fall and
Winter Season ~ ~ ~

The New

COLLEGE INN

One of the features that
make travelers choose ~ ~

HOTEL SHERMAN

1700 ROOMS
1700 BATHS

Rates from
\$3 with bath

RANDOLPH · CLARK
LAKE · LA SALLE



CHICAGO

SilverStitch

REG. U. S. PAT. OFF.



SAVE MONEY in stitching fibre boxes

Silverstitch saves money for users of
stapling wire in two ways.

1. Its accuracy in temper, width, and thickness assures smooth feeding through stitching machines and increased production.
2. One piece continuous length five pound coils reduce the number of threading operations. Only one stop for threading is necessary for each coil of wire. The ten pound coil makes further savings possible and is recommended where the stitching machine has the required 7 1/2" clearance.

Because of these two reasons hundreds of stapling wire users are now stitching their fibre boxes with Silverstitch.

Without obligation we will send you a FREE five pound coil of Silverstitch. See for yourself why this modern wire has grown so popular.

ACME STEEL COMPANY

General Offices: 2840 Archer Ave., Chicago, Ill.
Branches in principal cities.

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■ Pebecco is the MOST EXPENSIVE tooth paste in the world to make. But its cost to you is no higher than that of the average dentifrice.



*The Toothpaste
for Thinking People*

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*Peerless Tubes
used exclusively
by Lehn & Fink*

PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS

PEERLESS TUBE COMPANY
1000 AVENUE C
BLOOMFIELD, N. J.

WHY SELL your *product short?*

This thing of shipping a perfectly good product with its quality hidden by an ordinary looking container—putting it in stores without giving it a proper chance to successfully meet competition is almost like selling it short. Outshone and outsold by smartly packaged rivals, such a product is bound to be handicapped in sales—likely to be on the “short side” in both dealers’ and women’s favor.

A more modern container, a more convenient container, a new design—in these lie important possibilities for bigger sales. The American Can Company is able to give you valuable help. Assisting manufacturers in getting exactly the right container for their products is a major part of our service. With your help we try to make sure the container you buy is a real selling help—matching in looks the quality of your product. Get in touch with your Canco representative if you are thinking of a new package for 1932.



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New York Central Bldg.

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111 Sutter Street

